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ABSTRACT

Abstracts and cumulative data prepared by the Division of Educational Technology (DET) staff for all of the projects funded by the division since 1968 are listed alphabetically under the legislated programs: (1) Educational Television (ETV) and Radio Programming, (2) ESAA Television and Radio Series, (3) Telecommunications Demonstration, and (4) Basic Skills. The ETV and Radio Programming data include 75 television and eight radio programs funded by DET with title, producer, number and length of each program, date and amount of award, recommended viewing audience, ethnic theme, date of captioning for the hearing impaired, educational rights, and expiration of broadcast rights provided. A statement on distribution and utilization of this series follows the listing. The remainder of the document contains detailed descriptions of 16 ETV and radio projects, one 1981 ETV project, 39 ESAA television projects, seven ESAA radio projects, four 1981 ESAA television projects, 15 telecommunications demonstration projects, four Basic Skills projects, and three 1981 Basic Skills projects. Information provided includes title, contractor, duration, amount of award, abstract, print materials, and contact. An alphabetical index of the contractors and grantees is included. (CHC)

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"EDUCATIONAL TECHNOLOGY: LEARNING IN THE EIGHTIES"

U.S. DEPARTMENT OF EDUCATION
OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT
OFFICE OF LIBRARIES AND LEARNING TECHNOLOGIES
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SEPTEMBER 1981

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"EDUCATIONAL TECHNOLOGY: LEARNING IN THE EIGHTIES"

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INTRODUCTION

A goal of the Department of Education is to promote nationwide excellence in education. In support of this goal, the Department's Division of Educational Technology funds activities which enhance teaching and learning through appropriate applications of technology. Among these activities are the design, development, production, and evaluation of educational television and radio programming with supplementary written materials for use in the classroom, the home and community settings.

Policies promoted by the Division of Educational Technology have made Department-sponsored programming available to every classroom in the Nation. Off-the-air recording rights, programming available in a variety of formats, and closed-captioning for the hearing impaired have resulted in equal access for all learners. Through the support of programs such as SESAME STREET, innovative and far-reaching broadcast techniques and research applications have been developed.

Through the Division's efforts, the widest possible distribution and utilization of developed programs have occurred through collaboration with business, industry and Federal agencies. This includes agencies such as the National Science Foundation, the National AudioVisual Center, the Department of Commerce's National Telecommunications and Information Administration, as well as the Corporation for Public Broadcasting.

Educational demonstrations of telecommunications systems, such as satellite, interactive television and teletext, have resulted in broader uses of these technologies for teaching and learning. The Division has also supported design, demonstration, evaluation and dissemination activities which apply microcomputers, videodiscs, teletext and other new and emerging technologies to the teaching of basic skills. In carrying out these activities, the Department will work closely with State and local education agencies.

The Division of Educational Technology staff have prepared abstracts and cumulative data on all of the projects funded beginning in Fiscal Year 1968. These data are listed in this document alphabetically under the following legislated programs:

- Educational Television (ETV) and Radio Programming
- ESAA Television and Radio Series
- Telecommunications Demonstration
- Basic Skills

DIVISION OF EDUCATIONAL TECHNOLOGY
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DEPARTMENT OF EDUCATION

SEPTEMBER 1981

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING DATA

The following chart lists television and radio programs that have been funded by the Department of Education's Division of Educational Technology (DET). These programs may be taped off-the-air for educational use without charge, and most of the television programs are available for showing over public, commercial, or cable television.

These programs have educational objectives and may have accompanying teacher, student, or home viewer guides. Program series are described in greater detail in this document.

The NATIONAL CAPTIONING INSTITUTE, INC. (NCI) was awarded a $1.15 million contract for Fiscal Years (FY) 1980 and 1981 which will make all television programs funded by the Department of Education's DET accessible to the hearing impaired through the addition of closed captions on each television program. By using a decoder, closed captions enables the hearing impaired to read captions on the television screen which contain the information that the general audience hears. NCI's Project Director is Sharon Early. The address and telephone number are as follows:

NATIONAL CAPTIONING INSTITUTE, INC.
2 Skyline Place
5203 Leesburg Pike
Falls Church, Virginia 22041
PHONE: (703) 998-2483

The GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY was awarded $400,000 for Fiscal Years 1980 and 1981 to provide a service for the duplication, distribution and storage of all educational television videotapes in support of the commercial carriage promotion effort, in-school utilization, and captioning. GREAT PLAINS directly offers videotapes to educational institutions as well as television broadcast stations, both public and commercial. Paul H. Schupbach is the Director of GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY. The address and telephone number are as follows:

GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY
P.O. Box 80669
Lincoln, Nebraska 68501
PHONE: (402) 472-2007

CONTACT YOUR LOCAL TELEVISION OR RADIO STATION TO FIND OUT DATES AND TIMES WHEN ANY OF THE LISTED SERIES MAY BE SCHEDULED IN YOUR AREA.

DIVISION OF EDUCATIONAL TECHNOLOGY
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WASHINGTON, D.C. 20202

TELEPHONE NO: (202) 245-9228

SEPTEMBER 1981

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING

TITLE OF TELEVISION PROGRAM	PRODUCER (CONTRACTOR)	NO. & LENGTH OF EACH PROGRAM	DATE & AMOUNT OF AWARD	RECOMMENDED VIEWING AUDIENCE	ETHNIC THEME	DATE OF CAPTIONING	EDUCATIONAL RIGHTS	EXPIRATION OF BROADCAST RIGHTS
A LEGACY UNFOLDED	Perspectives International	2 (90 min.)	FY 1981 $26,505	Secondary	Black	Available Fall 1982	PERPETUITY	1988
THE AMERICAN EXPERIENCE (Pilot)	12th Night Repertory Company	1 (30 min.)	FY 1980 $64,505	Elementary	Multicultural	9/81	PERPETUITY	PERPETUITY
AS WE SEE IT	WTTW-TV Chicago	26 (30 min.)	FY 1974 $1,835,291	Secondary Adult	Multicultural	8/80	PERPETUITY	1982
" " " "	"	26 (30 min.)	FY 1977 $2 million	"	"	1/81	PERPETUITY	1985
BEAN SPROUTS	Children's TV Project/San Francisco	5 (30 min.)	FY 1977 $300,000	Elementary Middle	Asian-American	8/80	PERPETUITY	1985
CABOODLE	KLRN-TV/Austin,TX	3 (15 min.)	FY 1977 $232,405	Elementary	General	NOT CAPTIONED	PERPETUITY	1985
* CARRASCOLENDAS	KLRN-TV/Austin,TX	39 (30 min.)	FY 1973 $1,268,730	Preschool Elementary	Hispanic	Available Spring 1982	PERPETUITY	1981
* "	"	39 (30 min.)	FY 1974 $1,852,079	"	"	"	PERPETUITY	1982
* "	"	52 (30 min.)	FY 1975 $1,674,000	"	"	9/81	PERPETUITY	1983
* CHECKING IT OUT	SW. Center for Educ. TV	26 (30 min.)	FY 1979 $2.2 million	Middle Secondary	Hispanic	9/81	PERPETUITY	1987
DIAL A-L-C-O-H-O-L	Educational Film Center	4 (30 min.)	FY 1973 **	Secondary Adult	General	5/80	PERPETUITY	PERPETUITY
THE ELECTRIC COMPANY (SEE SESAME STREET)	Children's TV Workshop	130 (30 min.) PER SEASON	SEE SESAME STREET	Elementary	General	NOT CAPTIONED	3 years	SEE SESAME STREET
FOOTSTEPS	Educational Film Center	Pilot (30 min.)	FY 1976 $1,254,944	Secondary Adult	General	Pilot	PERPETUITY	1986
"	"	29 (30 min.)	FY 1977 $1,342,000	"	General	5/80	PERPETUITY	1986
"	"	10 (30 min.)	FY 1978 $1,476,279	"	General	5/80	PERPETUITY	1986
FOREST SPIRITS	NE.Wisc.In-School Telecommunications	7 (30 min.)	FY 1975 $250,000	Secondary Adult	Native American	9/81	PERPETUITY	1983
* THE FRANCO FILE	New Hampshire Network/WENH-TV	10 (30 min.)	FY 1977 $300,000	Elementary Middle	Franco-American	1/81	PERPETUITY	1985
FROM JUMPSTREET: A STORY OF BLACK MUSIC	WETA-TV Wash., D.C.	13 (30 min.)	FY 1978 $1,600,000	Secondary Adult	Black	8/80	12 years	1986
GETTIN' OVER	Educational Film Center	52 (30 min.)	FY 1973 $1,762,298	Secondary	Multicultural	9/81	PERPETUITY	PERPETUITY
GETTIN' TO KNOW ME	Children's TV International	5 (30 min.)	FY 1978 $300,000	Elementary Middle	Black	1/81	PERPETUITY	1986
" " " "	"	4 (30 min.)	FY 1979 $300,000	Elementary Middle	Black	1/81	PERPETUITY	1987

* BILINGUAL PROGRAM

** $1.3 MILLION FOR BOTH DIAL A-L-C-O-H-O-L AND JACKSON JR. HIGH

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING

TITLE OF TELEVISION PROGRAM	PRODUCER (CONTRACTOR)	NO. & LENGTH OF EACH PROGRAM	DATE & AMOUNT OF AWARD	RECOMMENDED VIEWING AUDIENCE	ETHNIC THEME	DATE OF CAPTIONING	EDUCATIONAL RIGHTS	EXPIRATION OF BROADCAST RIGHTS
I AM DIFFERENT FROM MY BROTHER (PILOT)	NATIVE AMERICAN PUBLIC BROADCASTING CONSORTIUM	1 (30 min.)	FY 1980 $62,623	Elementary	Native American	9/81	PERPETUITY	1988
INFINITY FACTORY	Educ. Development Center	52 (30 min.)	FY 1973 $4,023,037	Middle	Multicultural	8/80	12 years	1981
" "	"	30 (30 min.)	FY 1975 $1,660,000	Middle	Multicultural	9/81	12 years	1983
JACKSON JR. HIGH	Educational Film Center	4 (15 min.)	FY 1973 **	Secondary Adult		5/80	PERPETUITY	PERPETUITY
* LA BONNE AVENTURE	Maine Public Broadcasting Network	20 (15 min.)	FY 1974 $249,402	Preschool Elementary	Franco-American	9/81	PERPETUITY	1982
* LA ESQUINA	SW. EDUC.DEVELOPMENT LABORATORY	10 (30 min.)	FY 1975 $249,999	Middle Secondary	Hispanic	9/81	PERPETUITY	1983
MOVING RIGHT ALONG	WQED-TV Pittsburgh	Pilot (30 min.)	FY 1980 $439,613	Middle, Sec., Adult	General	1981	PERPETUITY	1988
" " "	"	10 (30 min.)	FY 1981 $1,469,616	"	General	1982	PERPETUITY	1989
* MUNDO REAL	Conn. Public TV	10 (30 min.)	FY 1974 $250,000	Elementary	Hispanic	Available Spring 1982	PERPETUITY	1982
* " "	"	10 (30 min.)	FY 1975 $250,000	"	"	"	PERPETUITY	1983
* " "	"	8 (30 min.)	FY 1976 $250,000	"	"	9/81	PERPETUITY	1984
* " "	"	11 (30 min.)	FY 1977 $300,000	"	"	9/81	PERPETUITY	1985
MUSIC...IS	WETA-TV Wash., D.C.	Pilot (30 min.)	FY 1975 $150,000	Middle	General	5/80	PERPETUITY	1983
" "	"	10 (30 min.)	FY 1976 $186,000	"	General	5/80	PERPETUITY	1984
* NATION BUILDERS	Visual Communications, Inc.	4 (30 min.)	FY 1978 $300,000	Secondary	Asian-American	9/81	PERPETUITY	1986
* " "	"	3 (30 min.)	FY 1979 $296,074	"	"	9/81	PERPETUITY	1987
THE NEW AMERICANS	KCET Community TV	4 (30 min.)	FY 1979 $299,113	Elementary Middle, Adult	Asian-American	1/81	PERPETUITY	1987
THE NEW VOICE	WGBH-TV/Boston	24 (30 min.)	FY 1978 $2,200,000	Secondary Adult	Multicultural	1/81	12 years	1986
ONE ON ONE (PILOT)	Kansas Public Telecommunication Services	1 (30 min.)	FY 1980 $26,618	Elementary	Asian-American	9/81	PERPETUITY	1988

* BILINGUAL PROGRAM

** $1.3 MILLION FOR BOTH JACKSON JR. HIGH AND DIAL A-L-C-O-H-O-L

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING

TITLE OF TELEVISION PROGRAM	PRODUCER (CONTRACTOR)	NO. & LENGTH OF EACH PROGRAM	DATE & AMOUNT OF AWARD	RECOMMENDED VIEWING AUDIENCE	ETHNIC THEME	DATE OF CAPTIONING	EDUCATIONAL RIGHTS	EXPIRATION OF BROADCAST RIGHTS
PACIFIC BRIDGES	Educational Film Center	6 (30 min.)	FY 1976 $250,000	Elementary Middle	Asian-American	9/81	PERPETUITY	1984
PEARLS	Educational Film Center	6 (30 min.)	FY 1977 $300,000	Secondary Adult	Asian-American	8/80	PERPETUITY	1985
PEOPLE OF THE FIRST LIGHT	WGBY/Channel 57 Public TV/Mass.	7 (30 min.)	FY 1976 $250,000	Middle Secondary	Native American	8/80	PERPETUITY	1984
POWERHOUSE	Educational Film Center	Pilot (30 min.)	FY 1979 $833,234	Elementary Middle	General	1979	PERPETUITY	PERPETUITY
"	Educational Film Center	16 (30 min.)	FY 1980 $2,686,867	"	General	1980	PERPETUITY	PERPETUITY
* QUE PASA, U.S.A.?	Community Action and Research	10 (30 min.)	FY 1975 $250,000	Secondary Adult	Hispanic	Available Spring 1982	PERPETUITY	1983
* " " "	"	9 (30 min.)	FY 1976 $300,000	"	"	9/81	PERPETUITY	1984
* " " "	"	9 (30 min.)	FY 1977 $300,000	"	"	1/81	PERPETUITY	1985
* " " "	"	6 (30 min.)	FY 1978 $300,000	"	"	1/81	PERPETUITY	1986
* " " "	"	5 (30 min.)	FY 1979 $299,245	"	"	8/80	PERPETUITY	1987
* RAINBOW MOVIE OF THE WEEK	THE RAINBOW TV WORKS	10 (60 min.)	FY 1979 $2.3 million	Elementary Middle	Multicultural	9/81	PERPETUITY	1987
THE REAL PEOPLE	KSPS-TV Spokane, Wash.	9 (30 min.)	FY 1974 $242,099	Secondary Adult	Native American	1/81	PERPETUITY	1982
REBOP	WGBH-TV/Boston	52 (30 min.)	FY'75 $2,042,27 FY'76 $2.1 M	Elementary Middle	Multicultural	9/81	PERPETUITY	1983
REFLECTIONS	N.Y. State Dept. of Education	5 (30 min.)	FY 1978 $300,000	Elementary, Sec., Adult	Hispanic	1978	PERPETUITY	1986
SESAME STREET	Children's TV Workshop	Pilot (60 min.)	FY 1968 $1,340,000	Preschool Elementary	General	NOT CAPTIONED	3 Years	1976
SESAME STREET	"	130 (60 min.)	FY 1969 $1,330,000	"	General	"	3 Years	1977
SESAME STREET	"	130 (60 min.)	FY 1970 $ 655,000	"	General	"	3 Years	1978
SESAME STREET	"	130 (60 min.)	FY 1971 $2,600,000	"	General	"	3 Years	1979
SESAME STREET AND THE ELECTRIC COMPANY	"	130 (60 min.) &130 (30 min.)	FY 1972 $7,000,000	Preschool/Elem. & Elementary	General	"	3 years	1980
SESAME STREET AND THE ELECTRIC COMPANY	"	130 (60 min.) &130 (30 min.)	FY 1973 $6,000,000	Preschool/Elem. & Elementary	General	"	3 Years	1981

(CONT'D NEXT PAGE)

* BILINGUAL PROGRAM

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING

TITLE OF TELEVISION PROGRAM	PRODUCER (CONTRACTOR)	NO. & LENGTH OF EACH PROGRAM	DATE & AMOUNT OF AWARD	RECOMMENDED VIEWING AUDIENCE	ETHNIC THEME	DATE OF CAPTIONING	EDUCATIONAL RIGHTS	EXPIRATION OF BROADCAST RIGHTS
SESAME STREET AND THE ELECTRIC COMPANY(CONT'D	Children's TV Workshop	130 (60 min.) & 130 (30 min.)	FY 1974 $4,000,000	Preschool/Elem. & Elementary	General	NOT CAPTIONED	3 Years	1982
SESAME STREET AND FROM THE ELECTRIC COMPANY PAGE)	PREVIOUS "	130 (60 min.) & 130 (30 min.)	FY 1975 $5,500,000	Preschool/Elem. & Elementary	General	"	3 Years	1983
SESAME STREET AND THE ELECTRIC COMPANY	"	130 (60 min.) & 130 (30 min.)	FY 1976 $5,400,000	Preschool/Elem. & Elementary	General	"	3 Years	1984
SESAME STREET AND THE ELECTRIC COMPANY	"	130 (60 min.) & 130 (30 min.)	FY 1977 $5,000,000	Preschool/Elem. & Elementary	General	ELECTRIC CO. RERUNS CAPTIONED	3 Years	1985
SESAME STREET	"	130 (60 min.)	FY 1978 $2,500,000	Preschool Elementary	General	NOT CAPTIONED	3 Years	1986
SESAME STREET	"	130 (60 min.)	FY 1979 $3,250,000	Preschool Elementary	General	"	3 Years	1987
SESAME STREET	"	130 (60 min.)	FY 1980 $1,816,000	Preschool Elementary	General	1980	3 Years	1988
SESAME STREET	"	130 (60 min.)	FY 1981 $1,934,000	Preschool Elementary	General	1981	3 Years	1989
SOMEBODY ELSE'S PLACE	SW. Center for Educ. TV	13 (30 min.)	FY 1980 $1,978,193	Secondary	Hispanic	1981	PERPETUITY	1988
* SONRISAS	KLRN-TV/Austin	39 (30 min.)	FY 1977 $2.1 million	Elementary	Hispanic	9/81	PERPETUITY	1985
SOUTH BY NORTHWEST	KSWU-TV Wash.State Univ.	5 (30 min.)	FY 1974 $242,594	Elem./Middle Sec./Adult	Black	1/81	PERPETUITY	1982
" " "	"	5 (30 min.)	FY 1975 $242,594	"	"	9/81	PERPETUITY	1983
STAR CRUSADER (PILOT)	KCET Community TV of So. Calif.	1 (30 min.)	FY 1980 $72,376	Secondary	Multicultural	1981	PERPETUITY	1988
STORYTELLERS	Educ. Film Center	1 (30 min.)	FY 1977 $332,165	All Ages	General	NOT CAPTIONED	PERPETUITY	1985
TALES IN A GOLDEN GROOVE	The Rainbow TV Works	7 (60 min.)	FY 1980 $1,978,729	Elementary	Multicultural	1981	PERPETUITY	1988
3-2-1 CONTACT!	Children's TV Workshop	Pilot (30 min.)	FY 1978 $500,000	Middle	General	1979	3 Years	1986
"	"	In Production	FY 1979 $1,500,000	"	General	1980	3 Years	1987
"	"	65 (30 min.)	FY 1980 $500,000	"	General	1981	3 Years	1988
"	"	65 (30 min.)	FY 1981 $1,000,000	"	General	1982	3 Years	1989

* BILINGUAL PROGRAM

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING

TITLE OF TELEVISION PROGRAM	PRODUCER (CONTRACTOR)	NO. & LENGTH OF EACH PROGRAM	DATE & AMOUNT OF AWARD	RECOMMENDED VIEWING AUDIENCE	ETHNIC THEME	DATE OF CAPTIONING	EDUCATIONAL RIGHTS	EXPIRATION OF BROADCAST RIGHTS
UP AND COMING	KQED-TV San Francisco	15 (30 min.)	FY 1977 $2,347,500	Secondary Adult	Black	1980	12 years	1985
VEGETABLE SOUP	New York State Dept. of Educ.	39 (30 min.)	FY 1973 $1.5 million	Preschool Elementary	Multicultural	9/81	PERPETUITY	1981
" "	"	39 (30 min.)	FY 1976 $2.3 million	"	"	8/80	PERPETUITY	1984
* VILLA ALEGRE	Bilingual Children's TV	65 (30 min.)	FY 1973 $3.5 million	Preschool Elementary	Hispanic	NOT CAPTIONED	12 years	1981
* " "	"	65 (30 min.)	FY 1975 $1,660,000	"	"	"	12 years	1983
* " "	"	65 (30 min.)	FY 1976 $3,165,870	"	"	"	12 years	1984
* " "	"	13 (30 min.)	FY 1977 $1 million	"	"	9/81**	12 years	1985
* " "	"	26 (30 min.)	FY 1978 $1,750,000	"	"	9/81**	12 years	1986
WATCH YOUR MOUTH	WNET-TV New York	26 (30 min.)	FY 1975 $1.8 million	Secondary	Multicultural	1/81	12 years	1983
• 1981 ESAA TELEVISION PROJECTS								
COMING TOGETHER	KCET-TV Los Angeles	6 (30 min.)	FY 1981 $1,370,883	Middle	Black Hispanic	1983	PERPETUITY	1989
* K-I-D-S	Council for Positive Images Los Angeles	8 (30 min.)	FY 1981 $1,023,495	Middle Secondary	Multicultural	1983	PERPETUITY	1989
SPACES	WETA-TV/Wash.,D.C.	6 (30 min.)	FY 1981 $1,100,134	Elementary Middle	Multicultural	1983	PERPETUITY	1989
• 1981 ETV PROJECT								
SCIENCE AND MATHEMATICS INTERACTIVE TELEVISION	Bank Street College of Education	26 (15 min.)	FY 1981 $649,784	Elementary	General	1983	12 years	1989
SERIES WHICH INCORPORATES VIDEODISCS AND MICROCOMPUTERS			FY 1982 (Planned) $1,999,317					

* BILINGUAL PROGRAM

** THE 10 NEW AND 55 SELECTED RERUN PROGRAMS FROM THE VILLA ALEGRE SERIES BEGINS ON PBS OCTOBER 19, 1981 AND THESE PROGRAMS WILL BE CAPTIONED.

EDUCATIONAL TELEVISION AND RADIO PROGRAMMING

TITLE OF RADIO PROGRAM	PRODUCER (CONTRACTOR)	NO. & LENGTH OF EACH PROGRAM	DATE & AMOUNT OF AWARD	RECOMMENDED LISTENING AUDIENCE	ETHNIC THEME		EDUCATIONAL RIGHTS	EXPIRATION OF BROADCAST RIGHTS
ALMOST EVEN	Audience Profile Services	10 (30 min.)	FY 80 $125,906 FY 81 $ 86,485	Teenagers Parents/Teachers	General		PERPETUITY	1988 1989
THE BRIDGE	Access Broad-Casting Co.	21 (30 min.)	FY 1980 $28,720	Pre-adolescents & their families	Multicultural		PERPETUITY	1988
* CHECKING IT OUT	SW. Center for Educ. TV	13 (30 min.)	FY 1980 $59,758	Teenagers	Hispanic		PERPETUITY	1988
FROM JUMPSTREET	WETA-FM Wash., D.C.	10 (30 min.)	FY 1980 $61,639	Secondary	Black		PERPETUITY	1988
LISTEN HERE	WGBH Radio Boston	20 (60 sec. PSAs)	FY 1980 $31,876	Secondary	Multicultural		PERPETUITY	1988
SOUNDSCAPE, INC. (UNTITLED)	SOUNDSCAPE, INC.	20 (60 sec. PSAs)	FY 1980 $24,400	Elementary	Multicultural		PERPETUITY	1988
SPRINGFIELD TECHNICAL COMMUNITY COLLEGE (UNTITLED)	SPRINGFIELD TECHNICAL COMMUNITY COLLEGE (Mass.)	20 (30 to 60 sec. PSAs)	FY 1980 $28,060	Secondary Adult	Multicultural		PERPETUITY	1988
TURN AROUND	N.Y. State Dept. of Educ.	3 (30 min.)	FY 1980 $51,632	Middle Secondary	Multicultural		PERPETUITY	1988

* BILINGUAL PROGRAM

STATEMENT ON DISTRIBUTION AND UTILIZATION OF EDUCATIONAL TELEVISION AND RADIO SERIES

The Division of Educational Technology (DET) is committed to the development of high quality educational television and radio programming that will help children, youth, and adults to learn. Distribution plans developed by the producer shall assure that program distribution and utilization practices promote the widest possible use. All plans for domestic or international distribution, including those developed after termination of a contract, shall be reviewed and approved by the U.S. Department of Education before the producer enters into a final agreement.

The following guidelines are designed to support this policy:

1) Television and radio programs or series of programs shall be produced according to the highest ethical and professional standards.

2) Upon request from the producer, the Department of Education shall authorize the producer to hold copyright to the program(s).

3) The producer is solely responsible for program content with guidance from the project's Curriculum Review Board.

4) The U.S. Department of Education retains the right to use or to authorize others to use the programs for educational purposes in perpetuity.

5) Six years of open broadcast rights shall be guaranteed by the producer.

6) Off-the-air recording rights by educational agencies or institutions shall be guaranteed for a minimum of 12 years, e.g., including but not limited to in-school use over education-dedicated or local origination channels, or transmission via Instructional Television Fixed Service (ITFS).

7) All television programs must have closed captions encoded on the master broadcast tapes. All programs must be broadcast with closed captions.

8) All programs shall carry appropriate credits: "This program was produced by (name of organization) under a contract with the U.S. Department of Education. (Organization) is solely responsible for content."

CONT'D ON NEXT PAGE

When a producer seeks private funding for distribution, public awareness, or utilization activities, these additional guidelines shall apply.

1) In seeking additional funding from business, corporations, or foundations, producers shall avoid creating any perception of editorial control or inappropriate commercial interest in the program content or purpose.

2) When potential funding involves distribution of programs in audiovisual formats (tape, cassettes, films, videodisc) or sale of supplemental materials, the plan shall be approved by the Department of Education.

3) When potential funding involves initial broadcast on commercial stations or cable systems, the producer must present a plan to DET that demonstrates how commercial carriage will result in a significantly larger audience than non-commercial carriage. The plan should include demographic comparisons and broadcast arrangements.

4) If commercial carriage is approved, programs may not be interrupted by commercial advertising. Under unique and unusual circumstances, the Department may consider making an exception.

5) Commercial advertising shall be permitted at the beginning and end of a program. With the approval of the copyright holder, one hour shows may be cut to 52 minutes to allow for advertising; half-hour shows may be cut to 25 minutes; quarter-hour shows may be cut to twelve minutes.

NOTE: The radio and television programs funded under the Emergency School Aid Act are governed by the statute, Public Law 95-561, Title VI, Section 611. The law states that ESAA programs shall not be broadcast under commercial sponsorship. If a funder agrees to pay the transmission costs, a brief statement to that effect at the beginning or end of the transmission is permissible. Commercial(s) before or after the program must be demarcated by a station identification announcement.

PROGRAM RELATED INCOME

Related income or funds received by the contractor or copyright holder during or after contract termination from making or licensing supplemental use or adaptations of the television series (including foreign broadcast fees, record album proceeds, subsidiary product royalties, etc.) shall be deposited in a special account in a banking institution selected by the contractor. These funds may be disbursed only for continuing production of the same television series or to further enhance series utilization. The distribution of any balance of funds not used for continuation or utilization shall be negotiated on an individual basis as part of the distribution plan which must be approved by the Department.

SEPTEMBER 1981

DIVISION OF EDUCATIONAL TECHNOLOGY
OFFICE OF LIBRARIES AND LEARNING TECHNOLOGIES
OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT

DESCRIPTION OF
EDUCATIONAL TELEVISION (ETV) AND RADIO PROGRAMMING
P.L. 95-561
TITLE III
SECTION 303 (a)

SEPTEMBER 1981

DIVISION OF EDUCATIONAL TECHNOLOGY
OFFICE OF LIBRARIES AND LEARNING TECHNOLOGIES
OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT
U.S DEPARTMENT OF EDUCATION
400 MARYLAND AVENUE, S.W.
ROB-3/3116
WASHINGTON, D.C. 20202
(202) 245-9228

EDUCATIONAL TELEVISION (ETV) AND RADIO PROGRAMMING

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GENERAL INFORMATION

EDUCATIONAL TELEVISION (ETV) AND RADIO PROGRAMMING

Contracts are awarded competitively to support the development, production evaluation, dissemination, and nationwide utilization of innovative educational television and radio programs authorized by P.L. 95-561, Education Amendments of 1978, Title III, Section 303(a).

Objectives

Increase the quality of programs available for learning through television and radio in both formal and informal learning environments;

Provide for the secondary use and distribution of programs during and after their broadcast phase; and

Prepare teachers and parents in the use of techniques to help children understand the use of television for learning by relating it to the classroom and books.

Applications are made in response to Requests for Proposals (RFPs) which are issued periodically and announced in the Commerce Business Daily.

Further Information:

Division of Educational Technology
400 Maryland Avenue, S.W.
ROB-3/3116
Washington, D.C. 20202
(202) 245-9225 or (202) 245-9228

TELEVISION AND RADIO PROJECTS

PROJECT : ALMOST EVEN - RADIO SERIES ON PARENTING/TEENAGERS

CONTRACTOR : AUDIENCE PROFILE SERVICES
2000 P Street, N.W., Suite 308
Washington, D.C. 20036

PROJECT DIRECTOR: Monica Dignam
PHONE: (202) 657-0707

DURATION : October 1, 1980 to September 30, 1982
FY 1980 AWARD FOR PHASE I : $125,906
FY 1981 AWARD FOR PHASE II : $ 86,485
Total estimated cost : $212,391

ABSTRACT: ALMOST EVEN: A WORKSHOP FOR FAMILIES--a radio series of ten half-hour dramas--reflects the Department of Education's commitment to parenting education through the mass media. ALMOST EVEN is designed to provide parents, teachers, and teenagers with information and resources that facilitate the transition from adolescence to independence and adulthood.

AUDIENCE PROFILE SERVICES (APS) has subcontracted with Soundwave Productions of Washington, D.C. and Prime Time School Television of Chicago, Illinois to produce ten dramatic radio programs with supplemental print materials and public service announcements. APS will research, design, produce, evaluate, and distribute the parent and teenagers radio series. In Phase II, APS will implement program evaluation and community outreach in six national sites.

PRINT MATERIALS AVAILABLE FROM: PRIME TIME SCHOOL TELEVISION
120 South LaSalle Street
Chicago, Illinois 60603
(312) 787-7600

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : CABOODLE

CONTRACTOR : KLRN Public Television
P.O. Box 7158
Austin, Texas 78712

Project Director: Myrtle Boyce
Phone: (512) 471-4811

DURATION : January 2, 1978 to January 1, 1979
FY 1977 AWARD: $232,405

ABSTRACT: CABOODLE was a local series of three 15-minute programs featuring arts and humanities for elementary level children. The Fiscal Year 1977 award was given to KLRN-TV to upgrade the series for national distribution. KLRN-TV produced and evaluated three pilot programs that use the arts to help children ages six and seven years old to increase their understanding of shapes, sounds, and textures and the general use of their senses, Together with two mimes and their magic CABOODLE machine, children solve puzzles, play games and discover the wonders of painting, sculpture, music, drama, and dance.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : CRITICAL TELEVISION VIEWING SKILLS (BACKGROUND)

In April of 1978, then U.S. Commissioner of Education Ernest Boyer, working with the Center for the Book of the Library of Congress, initiated a series of projects to help students and adults make television viewing a more purposive activity. Critical viewing skills for four groups of viewers--elementary, middle, and high school students, and adults--grew out of these projects. A primary objective is to give these groups of learners a greater awareness of the choices regarding television available to them. The basic premise of the projects is that everyone, even young children, can learn to be critical of TV and to use it judiciously. Critical television viewing skills enable individuals to use television and other media wisely as a source of information and entertainment.

A number of other agencies besides the U.S. Office of Education (now the Department of Education) are concerned with television and education. Some deal with the content of programs and make specific recommendations for viewing. Others develop parent activities and hold neighborhood workshops to train parents in handling their own or their children's TV viewing. The Department of Education's approach in designing critical TV viewing programs is to assist the individual in a nondirective way to monitor his or her own habits.

The contracts at the elementary, middle and secondary levels (see pages 19, 20, and 21 for descriptions) have three components (1) student materials and activities, (2) teacher guides and resource materials and (3) home materials. Phase One of each contract developed and tested the materials. Phase Two trained teachers and parent groups to use and implement the programs within their school programs.

The postsecondary award was directed towards tomorrow's parents as well as adults in continuing education programs. Television is such an important activity in the lives of children that an effort should be made to bring to the attention of parents and potential parents the role they play in how their children use television.

CONTACT: Division of Educational Technology (DET)
PHONE: (202) 245-9228

PROJECT : CRITICAL TELEVISION VIEWING SKILLS (ELEMENTARY)

CONTRACTOR : SOUTHWEST EDUCATION DEVELOPMENT LABORATORY (SEDL)
211 East 7th Street
Austin, Texas 78701

PROJECT DIRECTOR: Dr. Charles Corder-Bolz
PHONE: (512) 476-6361

DURATION : 1978 to 1980
FY 1978 AWARD: $202,925
FY 1979 AWARD: $145,000
TOTAL : $347,925

ABSTRACT: The Southwest Educational Development Laboratory (SEDL) developed the viewing skills materials for elementary school students. The materials take the form of "road maps" and "tours" along a TV Discovery Game Board. Along the way, students learn about places that would be worth visiting, side trips, and dead ends. They learn to think about the importance of remembering where they have been (what they have watched) and the dangers of spending too much time in one place.

Cue cards give teachers ideas on how to use television to complement language arts, science, math, and social studies.

Materials for parents help them guide their children's understanding and use of TV. The aids for parents discuss specific TV-related problems that most families experience and suggest solutions.

Materials are in the public domain and may be duplicated. A limited supply is available from the contractor while they last.

PRINT MATERIAL:		
	Children's stories and fables in packet of 5	$6.20
	Teacher Q Card	$ .50
	Training Manual	$3.42
	Television: A Family Focus (series of 5)	$2.05
	TV Frog Log	
	TV Discovery Game	.....

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	:	CRITICAL TELEVISION VIEWING SKILLS (MIDDLE SCHOOL)
CONTRACTOR	:	WNET-CHANNEL 13 356 West 58th Street New York, New York 10019 PROJECT DIRECTOR: Debbie Bilowit PHONE: (212) 664-7124
DURATION	:	1978 to 1980
FY 1978 AWARD	:	$193,142
FY 1979 AWARD	:	$207,450
TOTAL AWARD	:	$400,592

ABSTRACT: WNET developed the critical viewing skills curriculum for middle school students (grades five through nine). The curriculum's primary tool is Critical Television Viewing: A Language Skills Work-A-Text. This book of worksheets helps students to improve their vocabulary and to increase their reading and other language arts skills in conjunction with television viewing.

WNET also produced a Family Guide to Critical Television Viewing that suggests special TV-related home activities. The objective is to encourage the whole family to become critical viewers together by talking about their reasons for watching TV, by discussing what they could be doing instead of watching TV, and by planning family TV viewing a week in advance.

The CRITICAL TELEVISION VIEWING SKILLS (MIDDLE SCHOOL) materials may be incorporated in language arts and social studies curricula. The print based curriculum uses existing materials available to the middle school age group to help the child relate reading, television and the classroom.

PRINT MATERIAL:

• Training Manual for Workshop Leaders	$ 5.00
• Television and Your Family: A Viewing Guide AVAILABLE FROM THE CONTRACTOR	$ 1.00
• Critical Television Viewing: A LANGUAGE SKILL WORK-A-TEXT	$ 3.00
• Teacher's Annotated Edition	$ 4.25
• Classroom Set of 20	$46.00

AVAILABLE FROM: Globe Publishing Company
Cambridge, Division
50 West 23rd Street
New York, N.Y. 10010
PHONE: (212) 741-0505

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : CRITICAL TELEVISION VIEWING SKILLS (SECONDARY)

CONTRACTOR : FAR WEST LABORATORY FOR EDUCATIONAL RESEARCH AND DEVELOPMENT
1855 Folsom Street
San Francisco, California 94103

PROJECT DIRECTOR: Dr. Donna Lloyd-Kolkin
PHONE: (415) 565-3000

DURATION : 1978 to 1980
FY 1978 AWARD : $207,992
FY 1979 AWARD : $204,603
FY 1980 AWARD : $ 5,000
TOTAL AWARD : $417,595

ABSTRACT: The Far West Laboratory in San Francisco developed the critical viewing skills project for high school students. This curriculum teaches students how TV works and how it influences them. It provides simulated experiences that put students into the shoes of broadcasters, advertisers. regulators, and viewers, making use of real TV scripts, ratings, and regulations.

The goal is to teach high school students four skills: (1) to evaluate and manage one's own TV viewing behavior; (2) to question the reality of TV programs; (3) to recognize the arguments employed on TV and to counterargue; and (4) to recognize the effects of TV on one's own life.

Classroom materials include a student text, Inside TV: A Guide to Critical Viewing, and a Teacher's Guide. The text is designed as a one-semester elective course, but each of its seven units can be taught separately.

PRINT MATERIAL:

- Teacher's Guide to INSIDE TELEVISION and 46 reproducible worksheets (AVAILABLE FROM CONTRACTOR) $ 5.00

- INSIDE TELEVISION (Student Text) $12.00 (20% discount) on orders of 5 or more)
  AVAILABLE FROM: SCIENCE AND BEHAVIOR BOOKS, INC.
  P.O. Box 11457
  Palo Alto, California 94306
  PHONE: (415) 326-6465

- A FAMILY GUIDE TO...TELEVISION
  Free from Consumer Information Center, Pueblo, Colorado 81009
  (It may be reproduced.)

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	: CRITICAL TELEVISION VIEWING SKILLS (POSTSECONDARY)

CONTRACTOR : BOSTON UNIVERSITY
School of Public Communications
640 Commonwealth Avenue
Boston, Massachusetts 02215

PROJECT DIRECTOR: Dr. Donis Dondis
PHONE: (617) 353-3488

DURATION	: 1978 to 1980
FY 1978 AWARD	: $219,592
FY 1980 AWARD	: $192,360
TOTAL AWARD	: $411,952

ABSTRACT: A substantial group of TV-watchers--the adult viewer, especially young members of the first Television Generation--have no methodology for being critical of TV.

Boston University's School of Public Communications has designed and produced a critical TV viewing skills curriculum for these adults and postsecondary students. The curriculum has four major subject areas. (1) television literacy--its processes and language; (2) persuasive programming (commercials, public service announcements, and "institutional documentaries"); (3) entertainment programming (sex, violence, and stereotypes as entertainment); and (4) informational programming (the presentation and interpretation of news programs). This project is designed to provide a more in-depth understanding of television and its effect upon our society. It is designed as an insert into sociology and/or psychology courses as well as communication courses.

PRINT MATERIALS:		
	● Television Literacy: Critical Television Viewing Skills, Student Text and Workbook	$12.00
	● Teacher Guide	$ 7.50

AVAILABLE FROM: School of Public Communications, Boston University
Box 24
Kenmore Square Station
Boston, MA 02215

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	:	DIAL A-L-C-O-H-O-L

CONTRACTOR : EDUCATIONAL FILM CENTER
5101-F Backlick Road
P.O. Box 1017
Annandale, Virginia 22003
PROJECT DIRECTOR: Ira Klugerman
Phone: (703) 750-0560

CONTRACTOR FOR PRINT MATERIALS:

ABT ASSOCIATES
55 Wheeler Street
Cambridge, Massachusetts 02138
PROJECT DIRECTOR: Peter Dirr
PHONE: (617) 492-7100

DURATION : FY 1973 to FY 1976

FY 1973 AWARD : $1.3 Million for both JACKSON JUNIOR HIGH AND DIAL A-L-C-O-H-O-L ($1 Million was transferred to the U.S. Office of Education from NIAAA---National Institute on Alcohol Abuse and Alcoholism.)

ABSTRACT: The four 30-minute DIAL A-L-C-O-H-O-L films for grades 9 through 12 contain objective discussion of facts about alcohol--myths, customs, effects, reasons for use and non-use and problem drinking. There is emphasis on affective issues--peer pressure, risk taking, role modeling, and curiosity. The focus of the programs is on promoting decision-making skills, not abstinence or learning how to drink.

All materials may be reproduced for educational use.

VIDEOTAPE OR FILMS AVAILABLE FROM: NATIONAL AUDIOVISUAL CENTER, General Services Administration, Washington, D.C. 20409. PHONE: (301) 763-1896.

PRINT MATERIALS:

Teacher Manual for Use with DIAL A-L-C-O-H-O-L - Grades 9-12, 35 pp.	85¢
Student Booklet--ALCOHOL: PLEASURES AND PROBLEMS, 23pp.	55¢

For copies of the Teacher Manuals and Students Booklets, send your purchase order to: (a 20% discount will be given for orders of 2,000 or more copies of the Teacher Manuals and Student Booklets in any combination, 10% discount on orders of 50 copies).

The National Council on Alcoholism
733 Third Avenue
New York, NY 10017
(212) 986-4433

CONT'D ON NEXT PAGE

- Teacher Training In Alcohol Education Using the Two Film Series JACKSON JUNIOR HIGH and DIAL A-L-C-O-H-O-L
  13 pp. Free. Order from:

  NCALI (National Clearinghouse on Alcohol Information)
  Box 2345
  Rockville, MD 20852
  (301) 468-2600

- Adult Group Leader Guide for Use with JACKSON JUNIOR HIGH and DIAL A-L-C-O-H-O-L
  48pp. $2.30. 25% off on orders of 100 or more copies. Send your purchase order to:

  U.S. Government Printing Office
  Superintendent of Documents
  Washington, D.C. 20402
  Stock Number 017-080-1773-3

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : THE ELECTRIC COMPANY

CONTRACTOR : CHILDREN'S TELEVISION WORKSHOP (CTW)
One Lincoln Plaza
New York, New York 10023

CTW CONTACT: Pauline Brooks
PHONE: (212) 595-3456

PROJECT DIRECTOR: Joan Ganz Cooney
PHONE: (212) 595-3456

DURATION : FY 1972 to FY 1977
Between FY 1972 and FY 1977, total ED support for both SESAME STREET and THE ELECTRIC COMPANY was: $32,900,000. NO BREAKDOWN AVAILABLE FOR EACH PROGRAM AT THE PRESENT TIME. THE DEPARTMENT OF EDUCATION PHASED OUT ITS SUPPORT IN FY 1977. TOTAL NUMBER OF SHOWS: 780.

ABSTRACT: The Department of Education (ED) supported six seasons of research, development, production and community outreach for THE ELECTRIC COMPANY. CTW has produced 130 half-hour shows for six seasons to teach reading to children in grades two through four to help beginning or faltering readers. Since 1976, THE ELECTRIC COMPANY series has been rerun continuously on public television stations. It remains the most used instructional television series in schools nationwide.

THE ELECTRIC COMPANY is shown in English in 19 countries and has become known in the United States as a useful series for adults learning English as a second language.

CTW's Community Education Services Division designs and implements a communication program of workshops, material dissemination and demonstration projects designed to assist and involve adults and others responsible for the care and development of young children. These activities take place in a broad range of child serving organizations and institutions in formal and informal educational settings.

THE ELECTRIC COMPANY won three Emmys; The Ohio State Award for educational broadcasting, among others, and the Japan Prize.

THE ELECTRIC COMPANY MAGAZINE (published by CTW, 200 Watt Street, Boulder, Colorado 80321--one year, ten issues $7.95.)

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : FOOTSTEPS

PRODUCER : EDUCATIONAL FILM CENTER
5101-F Backlick Road
Box 1017
Annandale, VA 22003
PHONE: (703) 750-0560

CONTRACT MANAGER: APPLIED MANAGEMENT SCIENCES
963 Wayne Avenue
Silver Spring, MD 20910
PROJECT MANAGER: Martin Bloom
PHONE: (301) 585-3181

CONTENT DEVELOPER: INSTITUTE FOR CHILD STUDY OF
THE UNIVERSITY OF MARYLAND
College Park, MD 20742

DURATION : September 1976 - October 1980
FY 1976 AWARD : $1,254,944
FY 1977 AWARD : $1,342,000
FY 1978 AWARD : $1,476,279

ABSTRACT: FOOTSTEPS is a series of 30 half-hour programs for parents and parents-to-be and everyone who cares about young children. It is broadcast nationwide and is used in schools, colleges, and in informal settings for parent discussion groups, such as daycare centers and social service agencies. FOOTSTEPS is a powerful learning tool that expands understanding and communication among parents, teachers, and children.

The FOOTSTEPS series won the Ohio State Award on March 26, 1980. A program in the FOOTSTEPS series, "AND WE WERE SAD, REMEMBER," received the Family Life Award from the National Council on Family Relations on May 2, 1980. Also, in 1980 this program was screened at the American Film Festival in New York City.

VIDEOTAPE AND FILMS AVAILABLE FROM: National AudioVisual Center, Washington, D.C. 20409, PHONE: (301) 763-1896.

PRINT MATERIALS:

- FOOTSTEPS HOME VIEWER GUIDE
  GPO stock # 065-000-00025-3 $ 3.50 per copy
  (Fifty copies, bulk order only, $ 80.00)

AVAILABLE FROM:

FOOTSTEPS
Consumer Information Center
Pueblo, Colorado 81009

CONT'D ON NEXT PAGE

• Teacher Manual Part I (Programs 1-20) Paperback (about 320 pp.)	$8.95
• Teacher Manual, Part II (Programs 21-30) Paperback (about 160 pp.)	$6.95
• Discussion Guide, Part I (Programs 1-20) Paperback (about 200 pages)	$5.95
• Discussion Guide, Part II (Programs 21-30) Paperback (about 100 pages)	$5.95

STUDENT GUIDES:

16 pages each, supplied in shrink-wrapped classroom sets of 25 copies per program.	$5.95 per set

MAIL ORDERS TO: "FOOTSTEPS"
University Park Press
233 E. Redwood Street
Baltimore, Maryland 21202

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : JACKSON JUNIOR HIGH

CONTRACTOR : EDUCATIONAL FILM CENTER
5101-F Backlick Road
P.O. Box 1017
Annandale, Virginia 22003

PROJECT DIRECTOR: Ira Klugerman

CONTRACTOR FOR PRINT MATERIALS
ABT ASSOCIATES
55 Wheeler Street
Cambridge, Massachusetts 02138
PROJECT DIRECTOR: Peter Dirr
PHONE: (617) 492-7100

DURATION : FY 1973 - FY 1976
FY 1973 AWARD : $1.3 million for both JACKSON JUNIOR HIGH and DIAL A-L-C-O-H-O-L ($1 Million was transferred to the U.S. Office of Education from NIAAA--National Institute on Alcohol Abuse and ALcoholism.

ABSTRACT: The four 15-minute JACKSON JUNIOR HIGH films for grades five through eight contain objective discussion of facts about alcohol--myths, customs, effects, reasons for use and non-use, problem drinking. There is emphasis on affective issues--peer pressure, risk taking, role modeling, curiosity. The focus is on promoting decision-making skills, not abstinence or learning how to drink.

"THE PARTY'S OVER," one of the JACKSON JUNIOR HIGH films, won the Chris Bronze Plaque at the Columbus Film Festival on October 20, 1977. ROUTE ONE" and "BARBARA MURRAY," also won the CINE GOLDEN EAGLES Award in 1977. Selected by CINE, Council of International Nontheatrical Events, for the Program's excellence and to represent the United States in motion picture festivals abroad.

THE MATERIALS:

16 mm films available for rental or purchase; available on videocassettes for sale only; accompanied by Teacher Guide and Student Booklet; Adult Leader Guide also available for adult audiences; free Teacher Training Maunal appropriate for staff development and teacher training purposes.

All materials may be reproduced for educational use.

VIDEOTAPE OR FILMS AVAILABLE FROM: NATIONAL AUDIOVISUAL CENTER, General Services Administration, Washington, D.C. 20409. PHONE: (301) 763-1896.

CONT'D ON NEXT PAGE

PRINT MATERIALS:

- Teacher Manuals for use with JACKSON JUNIOR HIGH - Grades 5-8
  35pp. 85¢

- Student Booklet - KIDS AND ALCOHOL: Facts and Ideas About Drinking and Not Drinking
  20 pp. 55¢

For copies of the Teacher Manuals and Student Booklets, send your purchase order to: (A 20% discount will be given for orders of 2,000 or more copies of the Teacher Manuals and Student Booklets in any combination, 10% discount for orders of 50 or more.)

The National Council on Alcoholism
733 Third Avenue
New York, NY 10017
(212) 986-4433

- Teacher Training in Alcohol Education Using the Two Film Series JACKSON JUNIOR HIGH and DIAL A-L-C-O-H-O-L
  13 pp. Free. Order from:

  NCALI, (National Clearinghouse on Alcohol Information)
  Box 2345
  Rockville, MD 20852
  (301) 468-2600

- Adult Group Leader Guide for Use with JACKSON JUNIOR HIGH and DIAL A-L-C-O-H-O-L
  48 pp. $2.30. 25% off on orders of 100 or more copies.
  Send your purchase order to:

  U.S. Government Printing Office
  Superintendent of Documents
  Washington, D.C. 20402
  Stock Number 017-080-1773-3

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : MOVING RIGHT ALONG

CONTRACTOR : WQED-TV
METROPOLITAN PITTSBURGH PUBLIC TELEVISION COMPANY
4802 Fifth Avenue
Pittsburgh, PA 15213

PROJECT DIRECTOR: Jay Rayvid
PHONE: (412) 622-1466

DURATION : October 1, 1980 to September 30, 1982
FY 1980 AWARD for Phase I : $ 439,613
FY 1981 AWARD for Phase II: $1,469,616
TOTAL COST : $1,909,229

ABSTRACT: WQED-TV has formed an alliance with Scholastic Magazines, Inc. and Educational Testing Services (ETS) as subcontractors to produce ten half-hour docu-dramas which will equip teenagers, teachers, and parents with the knowledge, understanding and communication skills that will enable them to recognize normal adolescent development, appreciate and respect each other's needs, and become motivated to interact more effectively during the transitional adolescent period. A national curriculum review board will help develop content and themes. WQED-TV will produce and evaluate programs and print materials and develop and implement an educational outreach and public awareness campaign.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : MUSIC...IS

CONTRACTOR : WETA-TV
Box 2626
Washington, D.C. 20013

PROJECT DIRECTOR: Ruth Leon
PHONE: (202) 998-2800

DURATION : September 1975 to September 1977
FY 1975 AWARD : $150,000
FY 1976 AWARD : $186,000

ABSTRACT: MUSIC...IS, a totally different and exciting series of ten 30-minute television programs, is aimed at expanding the musical understanding and enjoyment of upper elementary school children. It was endorsed by the Music Educators National Conference in Reston, Virginia. In 1978, Action for Children's Television in Boston, Massachusetts gave an award to Allied Chemical Company which assisted in funding the MUSIC...IS series and funded the promotion.

MUSIC...IS may be shown on open broadcast through 1983. If your school system, library, media center, etc. can record off-the-air, the program can be duplicated and used for educational purposes in perpetuity.

A 64-page Teacher's Guide is designed to complement the series for classroom use. The guide was developed for and tested in grades four through six. Its focus is on experiential, activity-oriented learning and listening. The regular classroom teacher will find that most activities within this guide are based on teaching methodologies familiar to other disciplines, and are written in nontechnical language.

To use the MUSIC...IS curriculum, you have several options:

- Record the series off-the-air when your local public television station airs it.
- Buy 16mm Films or 3/4" Videocassettes from:

  National Audio-Visual Center (NAC)
  General Services Administration
  Washington, D.C. 20409
  Phone: (202) 763-1896

- Rent 16mm Films for a fee of $25.00 per film from NAC

CONT'D ON NEXT PAGE

PRINT MATERIALS: MUSIC ...IS: A Guide to Classroom Use in Intermediate Grades, 64 pp. GPO stock #017-080-1730-0. Order at $2.20 per copy (25% discount for orders of 100 or more) from:

Superintendent of Documents
Government Printing Office
Washington, D.C. 20402

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	:	POWERHOUSE
CONTRACTOR	:	EDUCATIONAL FILM CENTER 5101-F Backlick Road P.O. Box 1017 Annandale, Virginia 22003
		PROJECT DIRECTOR: Ira Klugerman PHONE: (703) 750-0560
DURATION	:	October 1, 1979 to September 1982
FY 1979 AWARD	:	$ 833,234 (Phase I--Pilots and Curriculum Development)
FY 1980 AWARD	:	$ 2,686,867 (Phase II and III --Production and Print materials)
TOTAL AWARD	:	$ 3,520,101

ABSTRACT: POWERHOUSE, an educational television series consisting of 16 half-hour shows focuses on health and nutrition for grades four through six. POWERHOUSE is an action-adventure dramatic series starring young people in a gymnasium renovated as a community center. The POWERHOUSE curriculum emphasizes current health and nutrition education goals:

- responsibility for your own health
- relation between physical and mental health
- need for lifelong health habits
- knowledge of health resources

A teacher/leader guide, a student/viewer guide, and a parent guide supplement the broadcast programs. A national curriculum board composed of experts in child development, education, nutrition, health education, sports and physical fitness, and television broadcasting reviews the development of the project. Parents are represented on the board and the project has a separate youth advisory group.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : SESAME STREET

CONTRACTOR : CHILDREN'S TELEVISION WORKSHOP (CTW)
One Lincoln Plaza
New York, New York 10023

CTW CONTACT: Pauline Brooks
PHONE: (212) 595-3456

DURATION : 1968 through September 30, 1982
TOTAL SUPPORT: $48,375,000 (ED phased out its support in FY 1981)
TOTAL NUMBER OF SHOWS: 1,690

FY 1968 AWARD: $1,340,000
FY 1969 AWARD: $1,330,000
FY 1970 AWARD: $ 655,000
FY 1971 AWARD: $2,600,000
FY 1972 AWARD: $7,000,000--FOR BOTH SESAME STREET AND THE ELECTRIC COMPANY
FY 1973 AWARD: $6,000,000--FOR BOTH SESAME STREET AND THE ELECTRIC COMPANY
FY 1974 AWARD: $4,000,000--FOR BOTH SESAME STREET AND THE ELECTRIC COMPANY
FY 1975 AWARD: $5,550,000--FOR BOTH SESAME STREET AND THE ELECTRIC COMPANY
FY 1976 AWARD: $5,400,000--FOR BOTH SESAME STREET AND THE ELECTRIC COMPANY
FY 1977 AWARD: $5,000,000--FOR BOTH SESAME STREET AND THE ELECTRIC COMPANY
FY 1978 AWARD: $2,500,000
FY 1979 AWARD: $3,250,000
FY 1980 AWARD: $1,816,000
FY 1981 AWARD: $1,934,000

ABSTRACT: The Department of Education (ED) has supported Children's Television Workshop since 1968 for research, development, production and community outreach for 130 one-hour SESAME STREET shows each season. SESAME STREET helps preschool children with basic math, language and social skills, such as cooperation, health, and nutrition. SESAME STREET is broadcast in many languages in 40 countries around the world.

CTW's Community Education Services Division designs and implements a communication program of workshops, material dissemination and demonstration projects designed to assist and involve adults and others responsible for the care and development of young children. These activities take place in a broad range of child serving organizations and institutions in formal and informal educational settings.

SESAME STREET won over 100 awards since 1969 including a Peabody, a Prix Jeunesse, the Japan Prize, and 13 Emmys.

PRINT MATERIALS: SESAME STREET PARENTS' NEWSLETTER (published monthly by Children's Television Workshop (CTW), P.O. Box 2889, Boulder, Colorado 80321--$15.00 for 12 issues)

SESAME STREET MAGAZINE (published by CTW, 200 Watt Street, Boulder, Colorado 80321--1 year, 10 issues, $7.95).

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : STORYTELLERS

CONTRACTOR : EDUCATIONAL FILM CENTER
5101-F Backlick Road
Box 1017
Annandale, VA 22003

PROJECT DIRECTOR: Mimi Hayes
PHONE: (703) 750-0560

DURATION : October 1977 to September 1978
FY 1977 AWARD: $332,165

ABSTRACT: STORYTELLERS was conceived as a series that uses American myth and folklore to convey information about this country's diverse cultural heritage. The pilot program, which takes the series title STORYTELLERS, highlights stories from the lives of two quite different Americans: Pennsylvanian Kathryn Morgan and East Tennessee's Ernest "Doc" McConnell. One lives and works on a busy college campus, the other among the rolling hills and small country towns of Appalachia. The stories of one have an intensely private significance; those of the other are a celebration of community sharing. But beneath the differences, a common thread of human experience emerges: family life is a natural wellspring of cultural heritage. Out of family life, a rich continuum of culture, some storytellers and storymakers.

Geared for people of all ages,the half-hour pilot program was field-tested nationwide. Though it was successful, and the Educational Film Center had also researched and developed the materials for additional programs in the series, subsequent program funding levels did not permit continuation of the series.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : 3-2-1 CONTACT!

CONTRACTOR : CHILDREN'S TELEVISION WORKSHOP (CTW)
One Lincoln Plaza
New York, NY 10023

PROJECT DIRECTOR: Keith Mielke
PHONE: (212) 595-3456

FUNDED UNDER AN INTERAGENCY AGREEMENT WITH THE NATIONAL SCIENCE FOUNDATION (NSF)
NSF CONTACT: Dr. George Tressel
PHONE: (202) 282-7770

DURATION : October 1, 1978 to September 30, 1983
The following funds were transferred to the NSF, co-funder of 3-2-1 CONTACT! along with the Corporation for Public Broadcasting and United Technologies Corporation:

FY 1978 AWARD:	$ 500,000
FY 1979 AWARD:	$1,500,000
FY 1980 AWARD:	$ 500,000
FY 1981 AWARD:	$1,000,000
FY 1982 PLANNED:	$1,000,000
FY 1983 PLANNED:	$1,000,000

ABSTRACT: 3-2-1 CONTACT! is CTW's new science series for children ages eight to twelve featuring 65 half-hour programs for two seasons with a creative approach to science and the environment. Designed to interest young people, particularly girls and minority students, in the hundreds of career choices which studying science offers, the show has closed captions for hearing-impaired young persons. Spanish versions of the program are aired in Spain, Venezuela, Costa Rica, Panama, Mexico and Argentina. The current contract is designed to produce the second phase of 65 programs.

3-2-1 CONTACT! has won four Emmys from the National Academy of TV Arts and Sciences, an Honorable Mention at the Prix Jeunesse International Children's Programming Festival in Munich, Germany in 1980, and the Advancement of Learning in Broadcasting Award from the National Education Association for outreach into schools and communities.

PRINT MATERIALS: 3-2-1 CONTACT!: A science magazine from CTW (published by Children's Television Workshop, E=MC Square, P.O. Box 2931, Boulder, Colorado 80321-- one year, ten issues $8.95).

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

1981 EDUCATIONAL TELEVISION (ETV) PROJECT

PROJECT	:	SCIENCE AND MATHEMATICS INTERACTIVE TELEVISION SERIES WHICH INCORPORATES VIDEODISCS AND MICROCOMPUTERS
CONTRACTOR	:	BANK STREET COLLEGE OF EDUCATION 610 West 112th Street New York, N.Y. 10025 PROJECT DIRECTOR: Samuel Y. Gibbon PHONE: (212) 663-7200
DURATION	:	October 1981 to October 1984
FY 1981 AWARD	:	$ 649,784
FY 1982 AWARD	:	$1,999,317 (PLANNED AWARD)
TOTAL AWARD	:	$2,649,101

ABSTRACT: BANK STREET COLLEGE OF EDUCATION and its subcontractors, Technical Education Resource Centers, Computer Learning Connections, and Jorn Winthur Productions, will design, develop, produce, and evaluate, (1) a television series targeted to upper elementary school children that will develop a practical understanding of science and mathematics as they relate to technology and the world in which the student will live and work, and (2) supplemental teaching materials involving microcomputers in the classroom and microcomputer interaction with random access videotape and/or videodisc, as well as print materials.

Two institutes of marine biology and geology bring together a group of young people from diverse backgrounds for a summer expedition involving a variety of technologies and the interdisciplinary application of many sciences and mathematics. The curriculum underlying the drama is grouped into six overlapping thematic areas: communication, energy, ecology, measurement, processes of change, and fundamentals of structural engineering. Classroom materials developed will enable students, through simulation and other techniques, to solve many of the very same problems they have seen the protagonists deal with in the television series.

Microcomputers will be used in the curriculum for creating simulations, for gathering, organizing, and describing data, and for programming. The application of five different videodisc formats will be tested. Formative research will be conducted during the development of the series and accompanying materials. Criterion-referenced evaluation of four pilot shows and supplementary materials will take place in two sites.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

DESCRIPTION OF CHILDREN'S TELEVISION AND RADIO SERIES FUNDED BY ESAA

P.L. 95-561
TITLE VI
SECTION 611

SEPTEMBER 1981

DIVISION OF EDUCATIONAL TECHNOLOGY
OFFICE OF LIBRARIES AND LEARNING TECHNOLOGIES
OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT
U.S. DEPARTMENT OF EDUCATION
400 MARYLAND AVENUE, S.W.
ROB-3/3116
WASHINGTON, D. C.   20202
(202) 245-9225

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GENERAL INFORMATION

ESAA TELEVISION AND RADIO

Children's television series for minority and nonminority children which are described on the following pages are funded under the TV set-aside of the Emergency School Aid Act (ESAA-TV).

OBJECTIVES

The ESAA-TV and Radio program is intended to:

Develop and produce children's television and radio programming that is of cognitive/affective educational value

Facilitate successful integration of elementary and secondary schools

Appeal to both minority and non-minority children

Carry out ancillary activities designed to make these programs available for transmission and utilization.

Applicants for the ESAA-TV and Radio projects had to meet five statutory requirements:

The contractor must employ members of minority groups in the development, production, and administrative staffs;

There must be an assurance of substantial artistic or educational significance in the development of productions;

Modern television and radio techniques of research and production must be used;

The contractor must adopt effective procedures for evaluating educational and other changes achieved by children viewing the program; and

The contractor must be a non-profit public or private agency.

ANCILLARY ACTIVITIES

In addition to television and radio production, the Educational Broadcast Branch is responsible for ancillary activities related to those productions. The commerical station carriage and promotion activity has as its purpose the placement of ESAA series on commerical networks. There are also activities directed towards in-school viewership of ESAA materials to extend their use in schools and classrooms. The other related activity is for videotape storage, duplication and distribution of ESAA series.

Cont'd on Next Page

UTILIZATION

The ESAA-TV series are available to commercial and non-commerical broadcast users for a small charge to cover the cost of distribution. Thirteen weeks' exclusivity for each show in a series is guaranteed to the first station, public or commercial, airing that series in a market. This is true whether or not the airing is a function of a national network feed.

Commerical stations must broadcast programming without commercial sponsorship. Adjacent spots must be demarcated by a public service announcement (PSA), and/or a station identification. Commericals for products of specific appeal to youngsters should not be run adjacent to a series.

School systems in areas where a series is being broadcast by a public or commerical station are free to copy it off the air for subsequent use. School systems may also obtain tapes of a series for a fee which covers the cost of duplication and distribution. All ESAA-TV programs are available for school use without any additional fees. The following programs: VILLA ALEGRE; INFINITY FACTORY; WATCH YOUR MOUTH; UP AND COMING; FROM JUMPSTREET; and THE NEW VOICE may be used for 12 years. Other series may be used by schools in perpetuity.

Public stations and school systems affiliated with regional networks should note that each network was given a set of tapes of all ESAA-TV series.

Information concerning availability of completed series in either broadcast or non-broadcast formats for in-school use should be directed to:

GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY
P.O. Box 80669
Lincoln, Nebraska 68501
PHONE: (402) 472-2007

Inquiries concerning availability of series still in production should be made to the contractors whose addresses and phone numbers are listed with each description.

General inquiries about ESAA-TV may be directed to:

Division of Educational Technology
400 Maryland Avenue, S.W.
ROB-3/3116
Washington, D. C. 20202
PHONE: (202) 245-9225 or (202) 245-9228

ESAA TELEVISION PROJECTS

PROJECT : A LEGACY UNFOLDED

CONTRACTOR : PERSPECTIVES INTERNATIONAL, INC.
2025 I Street, N.W., #1117
Washington, D.C. 20006

PROJECT DIRECTOR: Gerald L. Durley
PHONE: (202) 296-5410

DURATION : March 24, 1981 to September 30, 1981
FY 1981 AWARD: $26,505

ABSTRACT: A LEGACY UNFOLDED, partially funded by the Department of Education, will be the first full-length comprehensive film depicting the contributions of the historically Black colleges and universities to America. The documentary will creatively explore the establishment, development, and sustaining variables which have represented some of the more than one hundred institutions for over a century. Themes from slavery, to the uncertainties of tomorrow on the campuses, will be high-lighted through the programmatic struggle for civil and human rights; contributions to the health, science, and technical fields, cultural contributions; and looking toward the future. Selected interviews of key personalities involved with the institutions and location footage will be intercut with animations of historical still photography and newsreel footage.

VIDEOTAPE AVAILABLE FROM THE CONTRACTOR.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : THE AMERICAN EXPERIENCE

CONTRACTOR : TWELFTH NIGHT REPERTORY COMPANY
12732 Moorpark Street
Studio City, California 91604

PROJECT DIRECTOR: Scott Catames
PHONE: (213) 760-2112

DURATION : Fall 1980 to Spring 1981
FY 1980 AWARD: $64,505

ABSTRACT: THE AMERICAN EXPERIENCE is the title chosen by the Twelfth Night Repertory Company for its half-hour pilot television production. Originally produced as a stage play, THE AMERICAN EXPERIENCE will be shot before a live audience. Through the visual image of a mural, viewers will be able to see America as a mosaic of various cultures and races that have come to a new land in the search of freedom. This freedom includes free thought, free enterprise, and a place to pursue one's dream. The mural comes alive, as various actors step out and portray various groups and their experiences in America. Through all the sequences, viewers will see pride and determination overcoming unfair obstacles. THE AMERICAN EXPERIENCE will not be just another history lesson. Rather, it will depict groups and cultures striving for greater freedom today, as well as in America's past.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT :	AS WE SEE IT
CONTRACTOR :	WTTW-TV 5400 North St. Louis Avenue Chicago, Illnois 60625

PROJECT DIRECTOR: Charles McIntosh
PHONE: (312) 583-5000

DURATION :	4 years
FY 1974 AWARD:	$1,835,291
FY 1977 AWARD:	$2 million

ABSTRACT: The fifty-two (52) half-hour programs in AS WE SEE IT focus on the tensions and conflicts which arise in desegregating schools and in the community at large. The purpose of the series is to provide examinations of the causes and effects of such conflicts as they occur in the schools depicted, and especially instances of and principles underlying their successful resolution. The intended audience, ranging upward from ages 12 or 13 (including parents and other interested adults), will gain the insights and understandings necessary to cope with similar tensions and problems which may exist in their own schools.

AS WE SEE IT is unique because the content of the series emerged from the ideas, approaches, attitudes, insights and suggestions generated by high school students. Teams of students, representative of their communities, were established at 21 schools in 14 localities around the country where desegregation has taken or is taking place. Emphasis was placed on filming students in their every-day experiences as well as in appropriate role-playing activities.

AS WE SEE IT was honored with the National Media Award, National Conference of Christians and Jews (1978), Peabody, Ohio State and Gabriel Awards.

VIDEOTAPE AVAILABLE FROM INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, Phone: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : BEAN SPROUTS

CONTRACTOR : CHILDREN'S TELEVISION PROJECT
641 Golden Gate Avenue
San Francisco, California 94104

PROJECT DIRECTOR: Loni Ding
PHONE: (415) 431-7841

DURATION : September 1977 to May 30, 1979
FY 1977 AWARD: $300,000

ABSTRACT: BEAN SPROUTS is a series of five half-hour dramatic shows with animation, original music and fantasy for Chinese-Americans and other youngsters, ages 7 through 12.

The programs give an unusual, intimate look into the homes, schools and communities of children from diverse backgrounds. Taken from a child's view, the series focuses on the uniqueness of Chinese-American children's experiences, as well as what they share in common with all children.

The "SPROUTS" in the series are a diverse group of 8-12 year olds who talk freely about themselves and get a chance to display their talent for comedy and drama. They come from the cities and suburbs, with some still close to the immigrant experience, and others descended from immigrants who came a hundred years ago. Growing up together in a mainstream context, the Chinese-American children and their friends are involved in activities like soccer and ballet; and they are learning to deal with parents, teachers and each other; and they are finding similarities in adult life that help them understand their own.

In each show, documentary and dramatic actions are used to create humorous, revealing stories on themes such as friendship, boy/girl differences and assertiveness.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : CARRASCOLENDAS

CONTRACTOR : KLRN-TV
Post Office 7158
Austin, Texas 78712

PROJECT DIRECTOR: Diana Sauls
PHONE: (515) 471-4811

DURATION :	September 30, 1973 to October 1976
FY 1973 AWARD:	$1,268,730
FY 1974 AWARD:	$1,852,079
FY 1975 AWARD:	$1,674,000

ABSTRACT: CARRASCOLENDAS is a series of 130 half-hour bilingual programs with original musicals in the first 78 programs, and segmented musical portions in the remaining shows. All programs include games, slapstick and satire for Hispanic and Anglo youngsters, ages 4 through 9.

The series offers Hispanic youngsters an affirmation of their own cultural values, a concept of identity and esteem and a sense of participation. At the same time, it offers all children the chance to broaden their horizons by helping them understand that concerns, fears, enthusiasms and excitement are universal. CARRASCOLENDAS avoids the heavy-handed didactic approach; rather, it uses laughter, music and adventure to press its points lightly.

The excellence of CARRASCOLENDAS has been recognized with a trophy case full of awards: CPB's Local Programming Award, the Gold Award at the New York International Film Festival, the UNICEF Prize in the Japan Prize competition, the Silver Hugo Award of the Chicago International Film Festival, the Ohio State First Award for Excellence and the NAEB's Gold Award of Excellence for graphics and design.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : CHECKING IT OUT

CONTRACTOR : SOUTHWEST CENTER FOR EDUCATIONAL TELEVISION (SCET)
7703 Lamar Boulevard, Suite 500
Austin, Texas 78752

PROJECT DIRECTOR: Aida Barrera
PHONE: (512) 456-7226

DURATION : October 1, 1980 to May 30, 1981
FY 1979 AWARD: $2.2 million

ABSTRACT: CHECKING IT OUT is the title of the 26 half-hour bilingual programs that will be produced by the Southwest Center for Educational Television (SCET) in Austin, Texas. The SCET television shows will feature a news magazine format aimed at young people, particularly Hispanic teenagers. The programs will feature investigative reports as well as profiles of individuals. This national bilingual documentary television series follows the "60-Minutes" TV format.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : FOREST SPIRITS

CONTRACTOR : THE NORTHEAST WISCONSIN IN-SCHOOL TELECOMMUNICATIONS
110 IS Building
Green Bay, Wisconsin 54302

PROJECT DIRECTOR: Eileen Littig
PHONE: (414) 465-2599

DURATION : September 1975 to October 1976
FY 1975 AWARD: $250,000

ABSTRACT: A series of seven half-hour programs for a general audience, FOREST SPIRITS reaffirms the heritage and tradition of the Oneida and Menominee Indians of Wisconsin and focuses on the resurgence of pride in their backgrounds.

FOREST SPIRITS is a part of the move to reaffirm the heritage and tradition of the Oneida people. An entire generation of Oneidas were sent off to boarding schools by the government and forced to learn the English language and the white man's ways. Therefore the white man's education must be supplemented with an education in the Indian home dealing with the history and culture of the tribe. FOREST SPIRITS also deals with the Menominee Indians of Wisconsin, giving a glimpse of their culture, lifestyles, personal feelings and history.

FOREST SPIRITS won the Central Educational Network Award 1977 for Secondary Education programming and has won a Red Eagle Award at the American Indian Film Festival in San Francisco.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY,P.O. Box 80669,Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : THE FRANCO FILE

CONTRACTOR : NEW HAMPSHIRE NETWORK
WENH-TV
University of New Hampshire, Box Z
Durham, New Hampshire 03824

PROJECT DIRECTORS: Alan Foster and Claude Oullette
PHONE: (603) 862-1952

DURATION : September 1977 to October 1978
FY 1977 Award: $300,000

ABSTRACT: THE FRANCO FILE is a series of 10 half-hour dramatic bilingual programs (French and English) for Franco-American and other children, ages 9 through 12.

A dramatic series with occasional thematically-linked documentary inserts, THE FRANCO FILE has an assortment of characters which include: M. Beausoleil, an eccentric bookstore owner in his sixties who likes to intimidate people but is a lamb at heart; his niece Claire, who is enrolled in college (she is musically inclined, plays the guitar, and sings); and two 11-year-old children, Nicole and Gary. Gary is a third or fourth generation Franco-American who can understand, but can't speak French. Nicole, who occasionally visits M. Beausoleil's bookstore, lives on a farm and finds herself becoming involved in Gary's adventures. An important character in THE FRANCO FILE is a puppet, Louis Alouett, who will only perform and take orders from children.

THE FRANCO FILE won the New England Emmy Award.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : FROM JUMPSTREET: A STORY OF BLACK MUSIC (TV)

CONTRACTOR : WETA-TV
P.O. Box 2626
Washington, D.C. 20013

PROJECT DIRECTOR: Charles Hobson
PHONE: (703) 998-2600

DURATION : September 1978 to June 1980
FY 1978 AWARD: $1,600,000

ABSTRACT: A series of 13 half-hour programs directed at teenagers but appealing to a wider audience, FROM JUMPSTREET traces Black music from its African roots to jazz, disco, and other current forms. The series host is popular entertainer and songwriter, Oscar Brown, Jr., known for his creative work with young people.

Each of JUMPSTREET's half-hour programs contain informal commentary by Brown, along with colorful performances by recognized Black musicians, including Stevie Wonder, Al Jarreau, Hugh Masakela and Bo Diddley. Film and other historical materials are incorporated into these programs. Series topics include gospel and spirituals, the blues, West African musical heritage, early jazz, dance, soul music, and the influence of black American musicians in the recording industry, theater and film.

FROM JUMPSTREET will be broadcast with closed captions on most PBS stations in the fall of 1981.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

PRINT MATERIALS: FROM JUMPSTREET -- A STORY OF BLACK MUSIC: Secondary School Teaching Guide (186 pp.) available from Dr. Charles D. Moody, Director, Program for Educational Opportunity, 1046 School of Education, University of Michigan, Ann Arbor, Michigan 48109, ($3.00)
PHONE: (313)763-9910

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : GETTIN' OVER

CONTRACTOR : EDUCATIONAL FILM CENTER
5101-F Backlick Road
P.O. Box 1017
Annandale, Va 22003

PROJECT DIRECTOR: Art Cromwell
PHONE: (703) 750-0560

DURATION : September 1973 to October 1975
FY 1973 AWARD: $1,762,298

ABSTRACT: GETTIN' OVER is a series of 52 half-hour programs for adolescents which stresses practical information and survival skills to help bridge the transition between adolescence and adult responsibilities. Each show focuses on topics of concern and importance to high school students from low-income and poverty-line homes, in particular, but of general interest to all viewers. Topics include consumer skills; prenatal and child care; job hunting and job upgrading; civil and criminal legal rights; and preventive health care and availability of medical services.

GETTIN' OVER is built around a permanent cast of a dozen teenagers who talk, question, argue and investigate. Originally scored rock music is used extensively throughout to set the mood and enhance the pace.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : GETTIN' TO KNOW ME

CONTRACTOR : CHILDREN'S TELEVISION INTERNATIONAL
5201 Leesburg Pike - Suite 1100
Falls Church, Va. 22041

PROJECT DIRECTORS: Walterene Swanston and Dan Rose
PHONE: (703) 321-8455

DURATION : September 1978 to October 1980
FY 1978 AWARD: $300,000
FY 1979 AWARD: $300,000

ABSTRACT: A series of nine half-hour programs for intermediate grades on Black folklore, GETTIN' TO KNOW ME entertains while teaching history, human values, ceremonies and customs. This series is designed to introduce and link Afro-American children to their cultural heritage.

The series features a contemporary Black family, the Jacksons, whose lifestyles and activities incorporate many aspects of Black folklore. Much of the action centers around the experiences of the two children--Lavonne, a very social 11-year-old, and her brother Kwame, a bright and inquisitive 8-year-old. Their energy and imagination lead them to explore various elements of Black folklore inside their own family.

Program 4 of the series, "The Runaway," won a Silver Medal for excellence at the 1979 International Film and TV Festival of New York.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY,P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

PRINT MATERIALS AVAILABLE FROM THE CONTRACTOR:

Teacher Guide for Programs 1-5	$ 1.35
Camera Ready Copy for Teacher Guide for Programs 6-9	$100.00

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : I AM DIFFERENT FROM MY BROTHER

CONTRACTOR : NATIVE AMERICAN PUBLIC BROADCASTING CONSORTIUM
AND UNIVERSITY OF WISCONSIN AT GREEN BAY
P.O. Box 83111
Lincoln, Nebraska 68501

PROJECT DIRECTOR: Lee O'Brien
PHONE: (402) 472-3522

DURATION : Fall 1980 to Spring 1981
FY 1980 AWARD: $62,623

ABSTRACT: I AM DIFFERENT FROM MY BROTHER is a 20-minute pilot television production of the Native American Public Broadcasting Consortium, designed to meet the specific needs of elementary school-age children -- both Indian and non-Indian -- in gaining accurate knowledge of the Native American heritage and culture. I AM DIFFERENT FROM MY BROTHER will show how the Sioux of South Dakota can be distinguished from the Commanche of Oklahoma, and how the Omaha of Nebraska can be distinguished from the Mesquakie of Iowa. At the same time, it will show the commonalities of all tribes that distinguish Native Americans from non-Indians. Language characteristics and family lifestyles of the various tribes and groupings will be presented. Cultural institutions and festival contributions that tribes have made to the Native American society will be highlighted.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : INFINITY FACTORY

CONTRACTOR : EDUCATIONAL DEVELOPMENT CENTER, INC.
55 Chapel Street
Newton, Massachusetts 02160

PROJECT DIRECTOR: Jesus Trevino and Madeline Anderson
PHONE: (617) 969-7100

DURATION : September 1973 to October 1977
FY 1973 AWARD: $4,023,037
FY 1975 AWARD: $1,660,000

ABSTRACT: An 82 half-hour program series, INFINITY FACTORY offers its 7 through 12-year-old youngsters a chance to learn mathematics not as a dull, unexciting school chore, but as a tool that helps them to cope with life, affirm ethnic confidence and pride. A unique experiment in the blending of educational and cultural goals, it makes definite statements about values, identities and perspectives.

The series has two major goals. One is to take the mystery out of mathematical concepts and show the important role played by simple mathematics in everyday life. The other is to foster cultural pride and awareness for children of Black and Latin communities. It accomplishes this by using a lively magazine format, combining song, dance, mini-sitcoms, animation and special visual effects.

Watching INFINITY FACTORY is not a passive experience. Many of the segments are designed to make viewers actively participate in the on-screen action. As such, the shows are intended to complement the viewer's knowledge of mathematics, and rather than compete with what is learned in the classroom, by taking it out of the classroom and making math come alive through situations that reinforce the need to understand its usefulness to daily living.

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VIDEODISC (1st 20 programs) available from: NATIONAL AUDIOVISUAL CENTER (NAC), General Services Administration, Washington, D.C. 20409, PHONE: (301) 763-1896

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : LA BONNE AVENTURE

CONTRACTOR : MAINE PUBLIC BROADCASTING NETWORK
University of Maine
Orono, Maine 04473

PROJECT DIRECTOR: James Bisson
PHONE: (207) 866-4493

DURATION : September 1974 to December 1975
FY 1974 AWARD: $249,402

ABSTRACT: A bilingual series of twenty 15-minute programs, LA BONNE AVENTURE is intended mainly for children ages 4 through 8 from French-Canadian backgrounds in the upper Northeastern part of the United States. Puppets take center stage on LA BONNE AVENTURE, a series designed to acquaint young children with their French-American culture, heritage, language and traditions. LA BONNE AVENTURE strives to build the self-image of the Franco-American child. It helps him rediscover his past by showing his French ancestors -- the explorers, fur traders, lumbermen, merchants and farmers -- how they worked together and helped each other in adverse times.

Complementing the superb puppetry in each 15-minute program is a fine musical score, produced by Noel Stookey (Paul of "Peter, Paul and Mary").

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : LA ESQUINA

CONTRACTOR : SOUTHWEST EDUCATIONAL DEVELOPMENT LABORATORY
211 East 7th Street
Austin, Texas 78701

PROJECT DIRECTOR: Burleson Williams and Johnny Gutierrez
PHONE: (512) 476-6861

DURATION : September 1975 to October 1976
FY 1975 AWARD: $249,999

ABSTRACT: LA ESQUINA is a series of 10 dramatic half-hour programs intended for adolescent youngsters. Action takes place in a soda shop frequented by Chicano and Anglo teenagers around whose problems the series revolves. The programs are in English, except for typical teenage slang. The "gang" is a lively, crazy bunch, full of humor, warmth and refreshing naivete. The action takes place in LA ESQUINA, but the situations, laced with comedy and drama, center around the "family" as well as the "gang."

The programs seek to reduce the minority isolation of Mexican-American students by positively reinforcing the teenager as an individual, a member of a unique cultural group and a member of a larger complex society.

The headaches and problems confronted by adolescents include dating, drugs, school, politics, discrimination, desegregation, peer acceptance, making decisions, women's roles, cultural pride and militancy. In facing these problems, the students begin to perceive glimmers of maturity and gain valuable experiences, which are readily transmitted to the audience.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : MUNDO REAL

CONTRACTOR : CONNECTICUT PUBLIC TELEVISION
24 Summit Street
Hartford, Connecticut 06106

PROJECT DIRECTOR: Frank Marrero
PHONE: (203) 278-5310

DURATION : September 1974 to October 1978
FY 1974 AWARD: $250,000
FY 1975 AWARD: $250,000
FY 1976 AWARD: $250,000
FY 1977 AWARD: $300,000

ABSTRACT: A bilingual, family drama series (39 half-hour programs) for children ages 7 through 12, MUNDO REAL focuses on the "minority experience" as seen through the eyes of a fictitious Puerto Rican family. It is an entertaining dramatic series focusing on the problems that the children in this family face -- particularly racial prejudice -- as well as the opportunities that living in America brings to them. The conflicts, adjustments and triumphs portrayed in the series are not strictly those of the Puerto Rican experience. Children of all ethnic backgrounds will identify with the characters of MUNDO REAL and will learn from their experiences. All children will find this realistic series a poignant and meaningful portrayal of a family.

MUNDO REAL received the Silver Award at the International Film and Television Festival of New York in 1975, 1976 and 1977; the Gold Camera Award from the U.S. Industrial Film Festival in 1976 and 1977; the Silver Screen Award from the U.S. Industrial Film Festival in 1976 and 1978.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : NATION BUILDERS

CONTRACTOR : VISUAL COMMUNICATIONS, INC.
313 South Pedro
Los Angeles, California 90026

PROJECT DIRECTORS: Steve Tatsakawa and Duane Kubo
PHONE: (213) 680-4462

DURATION : September 1978 to October 1980
FY 1978 AWARD: $300,000
FY 1979 AWARD: $296,074

ABSTRACT: Visual Communications, Inc., in Los Angeles, under a $596,074 contract, produced seven half-hour programs documenting and dramatizing the little-known story of early Japanese immigrants and their contributions to heavy industry and the building of the railroads. Asian-American history is linked and integrated with mainstream United States history.

This series is designed to increase the factual base of knowledge regarding Asian-Americans and their role as vital participants in American history.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : THE NEW AMERICANS

CONTRACTOR : KCET COMMUNITY TELEVISION
4401 Sunset Boulevard
Los Angeles, California 90027

PROJECT DIRECTOR: David Crippens
PHONE: (213) 666-6500

DURATION : September 1979 to October 1980
FY 1979 AWARD: $299,113

ABSTRACT: THE NEW AMERICANS is a series of four half-hour television programs about Indochinese culture and history. Vietnamese, ethnic Chinese from Vietnam, Cambodian, Laotian and the Lao-Hmong from Laos are the cultures explored in this series. The shows are designed to encourage communication, mutual knowledge and respect between recent Indochinese refugees and their new communities, including schools, social service agencies and health care agencies.

The format for THE NEW AMERICANS series consists of original music, video magic, dramatic vignettes, cultural demonstrations and colorful costumes with lively appearances from Cu Hien, the lovable wizard.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : THE NEW VOICE

CONTRACTOR : WGBH-TV
125 Western Avenue
Boston, Massachusetts 02134

PROJECT DIRECTOR: Frank Marrero
PHONE: (617) 492-2777

DURATION : September 1978 to January 1981
FY 1978 AWARD: $2,200,000

ABSTRACT: These are 24 half-hour episodes directed toward adolescents. THE NEW VOICE presents six central characters -- from a variety of ethnic groups -- who get together to revitalize an old high school newspaper, "The Voice." As the rejuvenated newspaper, "The Voice" becomes their project, and they discover that its successful publication depends on their ability to work well together and to accept, understand, and respect one another. Through documentary segments and drama, THE NEW VOICE examines a range of social and personal issues vital to teenagers. Each dramatic show focuses on different approaches to decision-making and facing critical issues with both the support and pressures of friends and family. Approached from the distinctive viewpoint of the characters, the stories highlight the interaction of differing values, attitudes and ideas.

In addressing topics like alcoholism, teen gangs, venereal disease, or drug abuse, the programs are often bluntly confrontational. On the other hand, the subtle issues of friendship, cooperation, sensitivity and understanding are also continually being explored as THE NEW VOICE staff members grow to learn about themselves and each other.

THE NEW VOICE will be broadcast with closed captions on most PBS stations in the fall of 1981.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007

PRINT MATERIALS: THE NEW VOICE, paperback book, available in bookstore, or from Beacon Press, 25 Beacon Street, Boston, Mass. 02108

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : ONE ON ONE

CONTRACTOR : KANSAS PUBLIC TELECOMMUNICATIONS SERVICES (KPTS)
310 West 21st Street
Wichita, Kansas 67201

PROJECT DIRECTOR: James Lewis
PHONE: (316) 838-3090

DURATION : September 1980 to July 1981
FY 1980 AWARD: $26,618

ABSTRACT: The problem of the isolation of the Vietnamese child is the central theme in ONE ON ONE, a pilot television production of the Kansas Public Telecommunications Services. The KPTS elementary school-age pilot will consist of four-to-six segments, each showing a Vietnamese or American child teaching the other a simple game or activity that is an intrinsic part of American Vietnamese culture. A central objective of this pilot effort is to produce a visual product and methodology that will motivate majority group children to interact productively with Vietnamese children.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : PACIFIC BRIDGES

CONTRACTOR : EDUCATIONAL FILM CENTER
5101-F Backlick Road
P.O. Box 1017
Annandale, Va. 22003

PROJECT DIRECTOR: Noel Izon
PHONE: (703) 750-0560

DURATION : September 1976 to October 1977
FY 1976 AWARD: $250,000

ABSTRACT: A series of six half-hour programs, PACIFIC BRIDGES is designed for youngsters ages 8 through 12. The series depicts roles played by Chinese, Japanese, Koreans, Pilipinos, Hawaiians and Vietnamese in America's growth and development. PACIFIC BRIDGES shows youngsters that the Asian lifestyle embodies the same joys, sorrows and problems that confront everyone everywhere. The series does what its title implies--spans the distance between past and present in the Asian-American communities.

Covering a wide spectrum of historical topics, the stories in PACIFIC BRIDGES unfold through the use of dramatic/documentary formats that utilize a continuing cast of sixth grade students as the main characters. Each half-hour deals with a particular theme and explores it cross-culturally among Asian groups.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : PEARLS

CONTRACTOR : EDUCATIONAL FILM CENTER
5101-F Backlick Road
P.O. Box 1017
Annandale, Virginia 22003

PROJECT DIRECTOR: Noel Izon
PHONE: (703) 750-0560

DURATION : September 1977 to October 1978
FY 1977 AWARD : $300,000

ABSTRACT: PEARLS is a series of six 30-minute, personalized historical documentaries. In each program, the focus is on living people with an attempt to combine the clarity of historical facts with the richness of these people's lives. PEARLS' viewers will draw a sense of triumph and self-worth from the personal stories of men and women who live an Asian-American experience, recognize its significance and prevail over its common hardships. The audience will gain empathy for these people and draw inspiration from their integrity and self-determination.

PEARLS will be broadcast with closed captions on most PBS stations in the fall of 1981.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007.

PRINT MATERIALS: PEARLS, a 68-page Viewer's Guide is available from the contractor ($2.50 a copy).

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : PEOPLE OF THE FIRST LIGHT

CONTRACTOR : WGBY/CHANNEL 57
Public Television for Massachusetts
Education TV
54 Rindge Avenue
Cambridge, Massachusetts 02140

PROJECT DIRECTOR: JoAnne Linowes/Russell Peters
PHONE: (617) 876-9800

DURATION : September 1976 to October 1977
FY 1976 AWARD : $250,000

ABSTRACT: A series of seven half-hour programs for viewers ages 9 through adult, PEOPLE OF THE FIRST LIGHT focuses on the Native American people living in the cities, coastal and rural areas in the Southern New England region. The semi-documentary programs highlight the ways in which the more than ten tribes represented in this area maintain the customs and traditions which they have practiced for thousands of years.

This series is the winner of the Silver Award at the 22nd International Film and TV Festival of New York, and the 1980 Ohio State Award.

PEOPLE OF THE FIRST LIGHT will be broadcast with closed captions on most PBS stations in the fall of 1981.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : QUE PASA, U.S.A.?

CONTRACTOR : WPBT-TV
COMMUNITY ACTION AND RESEARCH
Miami, Florida 33134

PROJECT DIRECTOR: Jose R. Bahamonde
PHONE: (305) 949-8321

DURATION : September 1975 to October 1980
FY 1975 AWARD : $250,000
FY 1976 AWARD : $300,000
FY 1977 AWARD : $300,000
FY 1978 AWARD : $300,000
FY 1979 AWARD : $299,245

ABSTRACT: QUE PASA, U.S.A.? is a series of THIRTY-NINE (39) half-hour bilingual, situation comedy shows for teenagers and their families. The use of Spanish and English is no deterrent to the hilarity of the situations. Set in "Little Havana," Miami's Cuban exile community, the programs trace the lives of Cuban-Americans trying to "make it" in their new homeland. Three generations--grandparents, parents and teenagers--each with their own special needs and desires form the central core of QUE PASA, U.S.A? A host of supporting characters of various races and nationalities blend to create unique situations filled with both comic and serious consequences.

The goal of QUE PASA, U.S.A?, which means "What's Happening, America?," is to foster mutual appreciation and understanding between Anglo and Hispanic communities and lessen the isolation that Cuban and Hispanic teens might experience in an environment other than their own.

QUE PASA, U.S.A? is the winner of Six Emmy Awards, the 1978 National Academy of Television Arts and Sciences, Miami Chapter: Winner of nine Association of Critics and Commentators on the Arts Awards, Association de Criticos y Commentaristas del Arte, Latin Oscar, the Gold Medal Award at the Houston International Film Festival, and the Silver Chin Award.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : RAINBOW MOVIE OF THE WEEK

CONTRACTOR : THE RAINBOW TELEVISION WORKS
1420 North Beachwood Drive, #7
Los Angeles, California 90028

PROJECT DIRECTOR: Topper Carew
PHONE: (213) 469-1611

DURATION : September 1979 to October 1981
FY 1979 AWARD : $2.3 million

ABSTRACT: RAINBOW MOVIE OF THE WEEK is a series of ten one-hour television dramas being developed by The Rainbow Television Works. Under an ESAA contract for $2.3 million, Rainbow will develop a national television series to dramatize real-life situations in which children successfully interact across racial, cultural, ethnic and linguistic lines. Through drama, children will confront and creatively respond to the tensions and conflicts which are the products both of racism and of the heterogeneity of values in a multicultural society.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : THE REAL PEOPLE

CONTRACTOR : KSPS-TV
South 3911 Regal
Spokane, Washington 99203

PROJECT DIRECTOR: Sally Gerimonte
PHONE: (509) 455-3790

DURATION : September 1974 to October 1975
FY 1974 AWARD : $242,099

ABSTRACT: Nine half-hour programs, THE REAL PEOPLE explores the Indian experience by focusing on the lifestyles, traditions and lore of the plateau Tribes of Eastern Washington, The Panhandle, and Western Montana.

Seven Indian tribes--the Colville, the Flathead, the Couer d'Alen, the Kalispel, the Kootenai, the Nez Perce and the Spokane--are all covered in this series which is designed for children in the upper grades but of interest to families and teenager viewers as well. The seven tribes call themselves the Real People.

Among the many topics the series deals with are religion, medicine, song and dance, the Indian cowboy, hunting and the Indian experience in the urban world.

The Indian creators of THE REAL PEOPLE explore the special spiritual relationship that the Indian experiences with time and space. The Indian crew also captures the beauty of their native environment, shooting on location at reservations and in the spectacular forests and mountains of Eastern Washington, Northern Idaho and Western Montana, during all four seasons of the year.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : REBOP

CONTRACTOR : WGBH-TV
125 Western Avenue
Boston, Massachusetts 02134

PROJECT DIRECTOR: Jesus Henrique Maldonado
PHONE: (617) 492-2777

DURATION : September 1975 to October 1978
FY 1975 AWARD : $2,042,271
FY 1976 AWARD : $2.1 Million

ABSTRACT: REBOP is a 52 half-hour program series for children ages 7 through 14. The idea behind REBOP is simply that kids dig kids! Each program in the series consists of two or three film portraits of a different child--exploring and focusing on his/her total lifespace; family relationships and friends; school; leisure and play; fantasies, hopes and frustrations. Children selected as subjects cover the whole range of ethnic and racial groups which make up the American mosaic. Sensitive editing and music, composed and scored to suit each portrait, are hallmarks of the series. LaVar Burton, the young Kunta Kinte of Roots, serves as host of programs 27-52.

REBOP was honored with 3 major national media awards: Children's Television Achievement, awarded by Action for Children's Television in 1977; International Film and Television Festival of New York's Silver Award in 1976, and Award of Excellence by New York's Society of Illustrators (1976).

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : REFLECTIONS

CONTRACTOR : NEW YORK STATE DEPARTMENT OF EDUCATION
Bureau of Mass Communications
Albany, New York 12234

PROJECT DIRECTOR: Bernarr Cooper
PHONE: (518) 474-2241

DURATION : September 1978 to November 1980
FY 1978 AWARD : $300,000

ABSTRACT: REFLECTIONS is a series of five half-hour programs about Puerto Rican culture and history for children, teens and adults. These programs present and interpret the aspect of culture and history which will assist young Puerto Rican viewers to gain an enhanced positive self-image and learn more about themselves and their people. Equally important, accurate and positive information about Puerto Rican modern history and social contributions are included to help reduce racial isolation and cultural stereotyping among a broad ethnic spectrum of young viewers.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007.

PRINT MATERIALS: Reflections: Puerto Rican Culture and History, a student/teacher guide with discussion questions. Available from The State Education Department, Bureau of Mass Communications, Albany, New York 12234 (48 pp. $1.00).

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : SOMEBODY ELSE'S PLACE

CONTRACTOR : SOUTHWEST CENTER FOR EDUCATIONAL TELEVISION (SCET)
7703 Lamar Boulevard, Suite 500
Austin, Texas 78752

PROJECT DIRECTOR: Aida Barrera
PHONE: (512) 454-6811

DURATION : Fall 1980 to Fall 1982
FY 1980 AWARD : $1,978,193

ABSTRACT: SOMEBODY ELSE'S PLACE is a bilingual series of 13 half-hour long documentaries, each of which will record an exchange of two teenagers. Each teen will live for a week and a half in the other's family, go to the other's school and get a taste of how other people live,--what's different and what's similar. The series proposes to look not only at ethnic isolation in its simplest form, but to examine as well the complications introduced when geographic separation is added to ethnic isolation. SOMEBODY ELSE'S PLACE will attempt to convey two connected messages: how different we all are, and how that variety gives to life a spice and excitement.

VIDEOTAPE WILL BE AVAILABLE IN THE FALL OF 1982 FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : SONRISAS

CONTRACTOR : KLRN-TV
Box 7158
Austin, Texas 78712

PROJECT DIRECTOR: Ramon Tanguma
PHONE: (512) 471-7336

DURATION : September 1977 to October 1979
FY 1977 AWARD : $2.1 million

ABSTRACT: The 39 half-hour programs/dramas of SONRISAS (Spanish for "smiles") deal with everyday situations such as death, alcoholism, teenage love and ecology ... and demonstrate how such situations affect Hispanic children and adults in the United States. The episodes of the series concentrate primarily on a group of children's adventures in an urban community center. The cast members are all Hispanic--Cuban-Americans, Puerto Ricans and Mexican-Americans. This series is recommended for youngsters ages 8 through 12.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT	:	SOUTH BY NORTHWEST
CONTRACTOR	:	KSWU-TV Washington State University Pullman, Washington 99163

PROJECT DIRECTORS: Nate Long/Susan Banks
PHONE: (509) 335-2681

DURATION	:	September 1974 to October 1976
FY 1974 AWARD	:	$242,594
FY 1975 AWARD	:	$242,594

ABSTRACT: A series of 10 half-hour programs for a general audience, SOUTH BY NORTHWEST opens the door to an unsung and, until recently, ignored chapter of American history by chronicling the role played by Blacks in the opening of the Northwest.

The challenge of survival is the underlying theme of each program. From this premise, entertaining stories of the men and women who volunteered to work in mines and on the trails opened by Lewis and Clark are skillfully woven. Each situation is explored for its positive and negative aspects.

Distinguished casts, spectacular scenery and honest stories are the hallmark of these programs. The many well-known Black actors and actresses who appear in segments include Esther Rolle, Vonetta McGee, Bernie Casey, Thalmus Rasulala, and Johnny Rae McGhee, among others.

In 1977, SOUTH BY NORTHWEST was second place winner at the New York Black Film Festival, nominated by the Corporation for Public Broadcasting.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : STAR CRUSADER

CONTRACTOR : KCET COMMUNITY TV OF SOUTHERN CALIFORNIA
4401 Sunset Boulevard
Los Angeles, California 90027

PROJECT DIRECTOR: Stanley Robertson
PHONE (213) 666-6500

DURATION : September 1980 to July 1981
FY 1980 AWARD : $72,376

ABSTRACT: STAR CRUSADER is a 25-minute pilot television program designed to enhance interracial and interethnic understanding among secondary level youth. The pilot depicts an interethnic, multi-racial group of protagonists who are cooperatively engaged in efforts to erode racial and ethnic prejudices. The plot revolves around the group's attempt to bring peace to a world at war. The odds are formidable, but this group has come well-equipped with the latest advances in Earth's peace-time weaponry. The program incorporates devices such as robots, computers, magic, acrobatics, trick photography, animation and a compelling sound track, to appeal to the target audience.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT	:	TALES IN A GOLDEN GROOVE
CONTRACTOR	:	THE RAINBOW TELEVISION WORKS 1420 Beachwood Drive, #7 Los Angeles, California 90028

PROJECT DIRECTOR: Topper Carew
PHONE: (213) 469-1611

DURATION : September 1980 to October 1982
FY 1980 AWARD : $1,978,720

ABSTRACT: TALES IN A GOLDEN GROOVE is a dramatic musical series consisting of seven one-hour television specials designed for elementary school-age children. The producers of the series will attempt to adapt, modernize and musicalize themes from folk and fairy tales ... particularly those themes which transcend many cultures and contribute to the goals of positive and pro-social racial interaction. The themes and dilemmas of stories like "The Tortoise and the Hare," "The Ugly Duckling," and "Jack and the Beanstalk," will be adapted into contemporary settings and storylines. In this dramatic musical series, the peak emotional moments will effectively be expressed by music and lyrics.

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CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : TELEVISION LINKING CULTURES (TLC)

CONTRACTOR : NEW YORK STATE DEPARTMENT OF EDUCATION
Bureau of Mass Communications
CEC/Room 9D58
Albany, New York 12230

PROJECT DIRECTOR: Louis D. Anderson
PHONE: (518) 473-7185

DURATION : October 1979 through January 1981
FY 1979 AWARD : $593,000

ABSTRACT: TELEVISION LINKING CULTURES (TLC), a project created to introduce children in the public schools to a series of ESAA multicultural television programs designed to help overcome the cultural isolation fostered among both majority and minority groups by racial and ethnic prejudice. ESAA-TV programs can help children not only to discover the value of their own cultural heritage but also to understand and respect the heritage of others.

TELEVISION LINKING CULTURES offered a curriculum packet, a list of additional available resources helpful for developing curricula around the several series, a critical viewing sheet showing how to spot stereotypes, and fact sheets on the historical background of the various ethnic groups in the United States. With these, plus the teaching guides prepared by the producers of the series, TLC assisted school teachers and administrators in taking children "out of the classroom," via television, into the lives and communities of many Americans. These Americans can give children role models that not only lend credence to their own ethnic experience but also help them understand how much can be learned from people of backgrounds different from their own.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : UP AND COMING

CONTRACTOR : KQED-TV
1011 Bryant Street
San Francisco, California 94103

PROJECT DIRECTOR: Avon Kirkland
PHONE: (415) 864-2000

DURATION : 1977 to 1980
FY 1977 AWARD : $2,347,500

ABSTRACT: UP AND COMING is a reality-based series of 15 half-hour dramas depicting contemporary social and emotional dilemmas of teenagers struggling through adolescence. Featuring the Wilsons, an upward-striving Black family, and their three teenage children, the series explores teenagers' handling of problems with personal and family relationships, sex roles, stereotyping, racial conflict, teenage pregnancy, career aspirations, and other issues common to adolescence. The programs combine humor, action and real life drama, and promise to appeal to both general and teenage audiences.

In 1979, the Corporation for Public Broadcasting awarded a grant of $300,000 to KQED-TV for UP AND COMING.

The series received awards from Action for Children's Television and the New York Film Festival.

UP AND COMING will be shown with closed captions on most PBS stations in the fall of 1982.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln Nebraska 68501, PHONE: (402) 472-2007.

PRINT MATERIALS: An educational guide to the 15 programs with discussion questions for classroom use. (14 pp. $1.00 each, bulk order of 25 or over 50¢ each). Order From: Prime Time School Television, 40 East Huron, Chicago, Illinois 60611, PHONE: (312) 787-7600.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : VEGETABLE SOUP

CONTRACTOR : THE BUREAU OF MASS COMMUNICATIONS
New York State Department of Education
Albany, New York 12234

PROJECT DIRECTOR: Bernarr Cooper
PHONE: (518) 474-2241

DURATION : September 1973 to October 1978
FY 1973 AWARD : $1.5 million
FY 1976 AWARD : $2.3 million

ABSTRACT: The programs of this 78 half-hour series are designed to help counter the negative, destructive effects of racial prejudice and racial isolation. Designed for children of all backgrounds, ages 5 to 12, the goal of the series is accomplished by reinforcing and dramatizing the positive, life-enhancing value of human diversity through entertaining and effective presentations that children can understand. Almost half of each program is dramatic in nature. The other half contains action series, ethnic games, crafts, recipes, children's art and poetry, ethnic heroes and heroines, career development vignettes, folktales and stories, children's questions about ... and much more.

Among the prominent people featured in various programs are: Ricardo Montalban, the Mexican American actor; Maria Tallchief, Native American ballerina; Puerto Rican jockey Angel Cordero; and Asian-American singer/dancer Pat Suzuki. Also featured are the voice of James Earl Jones as Long John Spoilsport and Bette Midler as Woody, the animated spoon.

VEGETABLE SOUP has received Writers Guild of America, East Award, best writing for a children's television series; Bronze Medal Award of the International Film and Television Festival of New York; the Golden Eagle Award from the Council on International Non-Theatrical Events, and the Ohio State Award, and the Cindy Gold Award from the Information Film Producers Association.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. Box 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007.

CONT'D ON NEXT PAGE

PRINT MATERIALS AVAILABLE FROM THE CONTRACTOR:

VEGETABLE SOUP I:	The Story of Vegetable Soup	$1.25
	Parent Teacher Guide	$1.00
	Cookbook	$2.00
	ON MEETING REAL PEOPLE: AN EVALUATION REPORT ON VEGETABLE SOUP, The effects of a Multi-Ethnic Children's Television Series on Intergroup Attitudes of Children	$1.00
VEGETABLE SOUP II:	Press Kit	$1.50
	Parent-Teacher Guide and Cookbook	$1.50
VEGETABLE SOUP :	The Research Continues by Oscar Sergerberg, Jr. (16 pp.)	$.25
	3-inch VEGETABLE SOUP Button	$1.25

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : VILLA ALEGRE

CONTRACTOR : BILINGUAL CHILDREN'S TELEVISION (BCTV)
460 Hegeberger Road
Oakland, California 94612

PROJECT DIRECTOR: Rene Cardenas
PHONE: (415) 632-7474

DURATION	September 1973 to October 1980
FY 1973 AWARD	$3.5 million
FY 1975 AWARD	$1,660,000
FY 1976 AWARD	$3,165,870
FY 1977 AWARD	$1 million
FY 1978 AWARD	$1,750,000

ABSTRACT: VILLA ALEGRE (Happy Village) is an entertaining, multicultural series for youngsters of all social backgrounds--but special emphasis is on the needs of Spanish-speaking youngsters. Thus, Spanish and English are used interchangeably through the series. There are 234 half-hour shows in this series which uses a magazine format that blends live characters, film and animation to present a wide-ranging and challenging curriculum. The educational content is in the form of entertaining situations, stories, games, music, dances and visual techniques. The setting of the series is a village nestled in the foothills of a child's imagination. The series uses languages and culture to present curriculum that explores five main themes: human relations, natural environment, communication, energy and man-made objects. It offers youngsters an insight into the advantages of knowing more than a single language and culture, and represents an effort to help children develop communication and problem-solving skills and learn more about the world around them.

The overall educational goal of VILLA ALEGRE is to heighten every child's appreciation of his/her own culture and to encourage the child to see other cultures as essentially complementary rather than conflicting ways of reorganizing the social world.

VILLA ALEGRE won the 1977 Award of Excellence, from the International Film Advisory Board; California Association of Latins in Broadcasting Award; 2 Emmy Awards; Freedom Foundation Award; George Sanchez Memorial Award; Southern California Motion Picture Golden Halo Award for family film entertainment.

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. BOX 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : WATCH YOUR MOUTH

CONTRACTOR : WNET-TV
356 West 58th Street
New York, New York 10019

PROJECT OFFICER: Ellis B. Haizlip
PHONE: (212) 560-2000

DURATION : September 1975 to October 1977
FY 1975 AWARD : $1.8 million

ABSTRACT: A series of 26 half-hour programs, WATCH YOUR MOUTH is recommended for high school age youngsters, age 12 and above. The series, set in a high school language arts class, is designed to convey in dramatic and comic form the importance of being able to write and speak "correctly" as "correctness" is defined by various work, school, social and life situations.

Although primarily directed at Black and Spanish students, the series addresses itself to the problem of inappropriate language patterns developed by all students. WATCH YOUR MOUTH studies the cultural background of the integrated cast members to show viewers exactly how language patterns have evolved. These studies explore both formal and informal word usage, helping students understand that there is a proper time and place for both.

WATCH YOUR MOUTH does not condemn the students for their inconsistency in English language usage. One of the major objectives of the series is to encourage positive self-concepts by promoting an understanding and appreciation of not only languages but language differences.

Among the guest stars appearing in the program are Ruby Dee, Stephanie Mills of "The Wiz," Alfred Drake and Joe Morton of "Raisin."

VIDEOTAPE AVAILABLE FROM GREAT PLAINS NATIONAL INSTRUCTIONAL TELEVISION LIBRARY, P.O. BOX 80669, Lincoln, Nebraska 68501, PHONE: (402) 472-2007.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

ESAA RADIO PROJECTS

PROJECT : THE BRIDGE

CONTRACTOR : ACCESS BROADCASTING COMPANY, INC.
195 Fallow Field Road
Fairfield, Connecticut 06430

PROJECT DIRECTOR: Stewart E. Nazzaro, Jr.
PHONE: (203) 268-1159

DURATION : September 1980 to September 1981
FY 1980 AWARD : $28,720

ABSTRACT: THE BRIDGE is a regional radio series of 21 half-hour programs aimed at pre-adolescents and their families. Each program in the series will focus on a different situation of problems common to all young people, such as alcoholism, drug addiction and peer pressure. Blacks, Hispanics and Portuguese ethnic groups will be covered in the series.

THE BRIDGE is staffed by handicapped professional broadcasters. ACCESS is the operator of Southern Connecticut's only public affairs radio station WMNR-FM.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : CHECKING IT OUT

CONTRACTOR : SOUTHWEST CENTER FOR EDUCATIONAL TELEVISION (SCET)
7703 Lamar Boulevard
Suite 500
Austin, Texas 78752

PROJECT DIRECTOR: Aida Barrera
PHONE: (512) 454-6811

DURATION : September 1980 to October 1981
FY 1980 AWARD : $59,758

ABSTRACT: CHECKING IT OUT is a national bilingual radio series of 13 half-hour programs aimed at Hispanic teenagers. The series deals with problems and issues faced by Hispanic youths. The series will focus on positive contributions and accomplishments of Hispanics to suggest to the adolescent audience the means by which they might deal with their own problems and concerns.

CHECKING IT OUT is expected to premiere on National Public Radio in January 1982.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : FROM JUMPSTREET (RADIO)

CONTRACTOR : GREATER WASHINGTON EDUCATIONAL TELECOMMUNICATIONS
ASSOCIATION, INC.
WETA-FM
Box 2626
Washington, D.C. 20013

PROJECT DIRECTOR: Charles Hobson
PHONE: (703) 998-2734

DURATION : September 1980 to October 1981
FY 1980 AWARD : $61,639

ABSTRACT: FROM JUMPSTREET (The Story of Black Music) is a national radio series of 10 half-hour documentary programs on the history of black music designed primarily for secondary school age listeners. Beginning where the previously ESAA-funded television series FROM JUMPSTREET ended, this radio version reinforces the many positive messages first presented on television. Hosted by Oscar Brown, Jr., FROM JUMPSTREET/(Radio) will present interviews and performances by some of the world's best black performers, including Stevie Wonder, George Benson, James Cleveland, Carmen McRae, and Dizzy Gillespie.

PRINT MATERIALS: FROM JUMPSTREET - A STORY OF BLACK MUSIC: Secondary School Teaching Guide (186 pp.) ($3.00) ORDER FROM: Dr. Charles D. Moody, Director, Program for Educational Opportunity, 1046 School of Education, University of Michigan, Ann Arbor, Michigan 48109 PHONE: (313) 763-9910

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : LISTEN HERE

CONTRACTOR : WGBH RADIO
WGBH Educational Foundation, Inc.
125 Western Avenue
Boston, Massachusetts 02134

PROJECT DIRECTOR: Howard Brown
PHONE: (617) 492-2777

DURATION : September 1980 to October 1981
FY 1980 AWARD : $31,876

ABSTRACT: LISTEN HERE is a series of twenty 60-second Public Service Announcements (PSAs) targeted for secondary school youth ages 12 through 17. This series will present examples of contributions to American life, both past and present, by minorities. The content of the PSAs will provide positive examples of minority individuals whose success in life is directly attributable to choices they have made. Asian, Black, Hispanic and Native American individuals will be highlighted in the series.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : SOUNDSCAPE, INCORPORATED (UNTITLED)

CONTRACTOR : SOUNDSCAPE, INC.
124 West Cornwallis Road
Durham, North Carolina 27707

PROJECT DIRECTOR: Donald Baker
PHONE: (919) 733-2712

DURATION : September 1980 to October 1981
FY 1980 AWARD : $24,400

ABSTRACT: SOUNDSCAPE, INCORPORATED has produced 20 Public Service Announcements (PSAs) targeted for elementary school age children. In addition, they produced five PSAs for television in the following categories: Afro-Americans, Hispanics, Asian-Americans and Native Americans. The PSAs focus positively upon common areas of miscommunication between ethnic and other cultural groups including characteristics and fallacies of common stereotypes associated with each. The PSAs have been distributed to public radio via satellite and television.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : SPRINGFIELD TECHNICAL COMMUNITY COLLEGE (Untitled PSAs)

CONTRACTOR : Springfield Technical Community College
Armory Square
Springfield, Massachusetts 01105

PROJECT DIRECTOR: Robert C. Geitz
PHONE: (413) 781-7822

DURATION : September 1980 to October 1981
FY 1980 AWARD : $28,060

ABSTRACT: SPRINGFIELD TECHNICAL COMMUNITY COLLEGE (STCC) has been awarded a contract to produce a yet-to-be titled series of twenty 30- and 60-second PSAs for secondary school-age young people and older. The PSA topics will encourage further educational pursuit by minority youngsters while fostering an awareness and appreciation of contributions of minority cultures and individuals in American society. The minority groups covered are Blacks, Hispanics, Asians, American Indians, Franco-Americans, and Portuguese.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

PROJECT : TURN AROUND

CONTRACTOR : NEW YORK STATE DPEARTMENT OF EDUCATION
Bureau of Mass Communications
Room 10A-75 CEC
Albany, New York 12230

PROJECT DIRECTOR: Bernarr Cooper
PHONE: (518) 474-2241

DURATION : September 1980 to October 1981
FY 1980 AWARD : $51,632

ABSTRACT: New York State Education Department is producing TURN AROUND, a national radio series of three 30-minute programs, each consisting of three 10-minute segments, for young people ages 12 through 18 years. The series will focus on the contributions of various ethnic groups (Black, Puerto Rican, Cuban, Native American and Asian American) to American history, emphasizing the economic, political and social contributions to our national development.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

1981 ESAA TELEVISION PROJECTS

PROJECT : COMING TOGETHER

CONTRACTOR : KCET COMMUNITY TELEVISION
4401 Sunset Boulevard
Los Angeles, California 90027

PROJECT DIRECTOR: Dr. David Crippens
PHONE: (213) 666-6500

DURATION : October 1981 to May 1983
FY 1981 AWARD : $1,370,883

ABSTRACT: KCET Community Television of Southern California, will design, develop, evaluate and deliver a series of six 30-minute television programs aimed at an 11-13 year old inner-city minority population (6th, 7th and 8th graders). The major objectives include the following: increase the self-image and self-worth of low income black and Hispanic youth; develop an awareness of the connection between pre-vocational skills/knowledge/attitudes and future career choices, and identify peer role models, who are successful in the world of work.

PRINT MATERIALS: A Teacher Guide will be designed to assist teachers and others in carrying out pre- and post-viewing activities, such as role playing, guided group discussions, simulations, and exercises.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : K-I-D-S

CONTRACTOR : COUNCIL FOR POSITIVE IMAGES
8170 Beverly Boulevard, Suite 105
Los Angeles, California 90048

PROJECT DIRECTOR: Terry Carter
PHONE: (213) 655-6321

DURATION : October 1, 1981 to September 1, 1983
FY 1981 AWARD : $1,023,495

ABSTRACT: K-I-D-S is a newly awarded bilingual, multicultural children's series of eight 30-minute shows for middle and secondary school children. K-I-D-S, the only station on the air in the world, run by KIDS, for KIDS will draw its strength from a realistic treatment of the adventures and experiences of an interracial, interethnic group of youth operating a radio station. The viewers will have an opportunity to perceive the person portrayed regardless of the color or ethnicity of the player, and understand that skills, abilities and talents are not color or color-related. Major portions of KIDS will be devoted to bilingual applications of Spanish and English; other ethnic applications will include examples of Vietnamese and Navajo languages.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : MULTICULTURAL CHILDREN'S TELEVISION (COMMERCIAL CARRIAGE PROMOTION)

CONTRACTOR : FAR WEST LABORATORY FOR EDUCATIONAL RESEARCH AND DEVELOPMENT
1855 Folsom Street
San Francisco, CA 94103

PROJECT CO-DIRECTORS: MS. PEARL BANKS AND DR. DONNA LLOYD-KOLKIN
PHONE: (415) 565-3320

DURATION : September 30, 1980 to September 30, 1982
FY 1980 AWARD : $549,992
FY 1981 AWARD : $545,121

ABSTRACT: For a second year, MULTICULTURAL CHILDREN'S TELEVISION will promote the commercial carriage of television series funded under the Emergency School Aid Act (ESAA). During 1980-81, MULTICULTURAL CHILDREN'S TELEVISION attracted the first underwriting venture between a private corporation and a major market television station to support broadcast of two ESAA-TV series in prime time hours and to provide extensive local promotion for the series.

New efforts during 1981-82 include a feasibility test of promoting ESAA-TV series via direct satellite broadcast to television and cable executives, and special attention to developing more extensive underwriting ventures to support broadcast of ESAA-TV series in good time slots with wide promotion in the local market.

During 1981-82, MULTICULTURAL CHILDREN'S TELEVISION proposes to build on and extend its promotional efforts. Relationships with existing clients will be strengthened and particular emphasis placed on attracting new clients which have never carried ESAA-TV programming, by calling in person on stations and cable systems in the top-100 ADI markets and by maintaining on-going telephone and mail contact with stations in smaller markets. Cable systems, particularly the major program suppliers and Mutiple System Operators, will receive special emphasis in MULTICULTURAL CHILDREN'S TELEVISION marketing efforts. Four national trade association conventions and eight regional or local conventions will have MULTICULTURAL CHILDREN'S TELEVISION exhibits or presentations. To support these efforts, existing print and video promotional materials will be updated and produced.

MULTICULTURAL CHILDREN'S TELEVISION succeeded the two-year project called TVAC (Television for All Children) which was administered by Washington State University, Pullman, Washington.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : SPACES

CONTRACTOR : GREATER WASHINGTON EDUCATION TELECOMMUNICATIONS
ASSOCIATION, INC. (WETA-TV)
3620 South 27th Street
Arlington, Virginia 20013

PROJECT DIRECTOR: Charles Hobson
PHONE: (703) 998-2734

DURATION : October 1981 to October 1983
FY 1981 AWARD : $1,100,134

ABSTRACT: SPACES, a new television magazine series of six half-hour programs on minorities in science and technology, will demonstrate to children the feasibility and advantages of considering science and technology as career choices. Targeted toward Black, Hispanic, Asian and Native American minority children aged 9 through 13, the series will demonstrate through its unique SPACES, a central theme, how science and technology are inextricably tied to everyday lives.

SPACES is scheduled for completion in the fall of 1983.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9225

DESCRIPTION OF GRANTS
FUNDED BY THE
TELECOMMUNICATIONS DEMONSTRATION PROGRAM
P.L. 95-567
SECTION 395(a)

SEPTEMBER 1981

DIVISION OF EDUCATIONAL TECHNOLOGY
OFFICE OF LIBRARIES AND LEARNING TECHNOLOGIES
OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT
U.S. DEPARTMENT OF EDUCATION
400 MARYLAND AVENUE,S.W.
ROB-3/3116
WASHINGTON, D.C. 20202

(202) 245-9228

TELECOMMUNICATIONS DEMONSTRATION PROGRAM

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GENERAL INFORMATION

Telecommunications Demonstrations

This grant program supports demonstrations of the delivery of informational and educational services using non-broadcast technologies as authorized by the Public Telecommunications and Financing Act of 1978.

Objectives

Support the development of innovative demonstration projects of national significance.

Stimulate innovative transmission, distribution, and delivery of health, education, and public or human service programs.

Current Status

Authority for this program expired September 30, 1981. The attached information is included to illustrate projects which were supported by the program, and to provide points of contact for those interested in learning more about individual projects. No further funding is anticipated at this time.

Further information

Division of Educational Technology
400 Maryland Avenue, SW.
ROB-3/3116
Washington, D.C. 20202
(202) 245-9228

TELECOMMUNICATIONS GRANTEES

PROJECT : UHF RADIO/TELEPHONE SERVICE FOR EMERGENCY MEDICAL VEHICLES

GRANTEE : STATE OF ALABAMA
Telecommunications Division
Alabama Development Office
State Capitol
Montgomery, Alabama 36130

PROJECT DIRECTOR: Mr. Ned Butler
PHONE: (205) 832-5834

DURATION : January 1978 to September 1979
FY 1977 GRANT : $128,000

ABSTRACT: The State of Alabama designed and installed a radio/telephone system for emergency medical vehicles which enables paramedics to consult with physicians at local hospitals or at distant medical centers via a radio service that interfaces with standard telephone systems. Radio-telephone interface bases are strategically located in each of seven rural counties, and are linked via UHF radio to regional and community hospitals. These bases are also equipped with microprocessors to determine the appropriate channel allocation for each call, and to prevent co-channel interference. In an emergency situation, the paramedic uses a touchtone access device to quickly link up with one of the UHF stations, which routes the incoming radio call to a medical control center by telephone. This system allows the simultaneous transmission of voice and ECG to hospitals, with the pre-programmed microprocessors precluding the need for manned channel coordination and assignment centers. The paramedic also has the capability of simultaneously connecting any third party, or facility, equipped with a standard telephone merely by putting the second party on temporary "hold," and touchtone-dialing the third number from the field location. All three parties can hear and talk in a three-way hookup. The system is currently serving as a model for emergency medical services nationwide.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : SPECIALIZED COMMUNICATION SYSTEM FOR THE HEARING-AND VISUALLY-IMPAIRED, AND FOR HOMEBOUND STUDENTS, USING SUB-CARRIER RADIO, CABLE, MICROWAVE, AND TELEPHONE

GRANTEE : CENTER FOR EXCELLENCE, INC. (CENTEX)
Williamsburg, Virginia 23185

PROJECT DIRECTOR: Mr. John A. Curtis or
Mr. Alan R. Blatecky
PHONE: (804) 229-8541

DURATION : January 1978 to June 1981
FY 1977 GRANT : $ 60,456
FY 1978 GRANT : $ 79,948
FY 1980 GRANT : $101,030
TOTAL : $241,434

ABSTRACT: The purpose of this grant is to provide education, health, social services, and other consumer information to the visually- and hearing-impaired, and the deaf-blind. The elderly, many of whom are sensory-impaired, are a fourth category of the service audience. Temporarily or permanently homebound children also receive educational services from the system.

The project delivers health, education and consumer information, as well as news and entertainment, to specially equipped radios in home and group settings. Information is provided in special formats for the sensory-impaired. The system uses a Subsidiary Communications Authority (SCA) subcarrier channel on commercial radio station WBCI-FM in Williamsburg to reach its clients. The studio signal is relayed from the project to WBCI by telephone and then transmitted from the station to homes and other settings. A major feature of the project has been the development of multiplexing equipment which enables CenTex to provide three different services over one FM subcarrier or CATV channel. Reading services for the visually-impaired, teletype programs for the deaf, and Braille teletype service for the deaf-blind can be transmitted simultaneously to the special audiences for which they are designed. The project also employs the Instructional Television Fixed Service (microwave) to provide two-way communications between schools and homebound students via a mobile communications unit. In the final phase of the project, service will be extended to additional clients in the Hampton Roads metropolitan area via FM and cable.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : CONTINUING MEDICAL EDUCATION AND MEDICAL CONSULTATION SERVICE PROVIDED VIA SLOW-SCAN TELEVISION/CLOSED-CIRCUIT TELEVISION/TELEPHONE

GRANTEE : MEDICAL CARE DEVELOPMENT, INC.
295 Water Street
Augusta, Maine 04330

PROJECT DIRECTOR: Dr. Manu Chatterjee
Interactive Telecommunications System
PHONE: (207) 622-7566

DURATION : December 1978 to June 1981
FY 1978 GRANT : $194,921

ABSTRACT: The purpose of this grant is to involve medical, nursing, and allied health professionals in a poor, rural Maine county, in educational programs that meet their needs for information and peer contact. This will update and improve their professional training and help reduce the sense of isolation that is a major contributing factor to the health manpower shortage in the county.

The grant provides five health care facilities in Aroostook County with interconnection capability via slow-scan television systems, allowing audiovisual communication among them. These will also be interconnected with an existing closed circuit, broadband TV system known as the Central Main Interactive Telecommunications System (CMITS), which links seven medical and educational institutions by interactive television for continuing medical education and consultation.

Telephone circuits will be utilized to allow medical personnel in the five hospitals to converse with program originators in the central portion of the State. Circuits will also transmit slow-scan signals for intra-county conferencing, and will permit slow-scan video interconnection with the CMITS. Such activities will enable Aroostook health professionals to lecture and participate interactively in educational activities within and outside Aroostook County, and will help reduce problems of isolation.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : MICROWAVE/TELEPHONE SYSTEM TO PROVIDE SOCIAL SERVICES FOR FARM WORKERS

GRANTEE : NATIONAL FARM WORKER SERVICE CENTER, INC.
P. O. Box 62
La Paz-Keene, California 93531

PROJECT DIRECTOR: Mr. Ken Doyle
PHONE: (805) 822-5571

DURATION : December 1978 to 1979
FY 1977 GRANT : $195,315

ABSTRACT: The purpose of this grant is to improve the delivery of social services to migrant farm workers and their families. Services which will be delivered include help with Social Security, Supplemental Security Income, Medicare, food stamps, income tax, immigration, workers' compensation, and unemployment insurance applications and forms. The system will permit follow-up with individual farm workers as they move, and specialization among the staff at several Campesino Centers.

The grant will be used for equipment for two portions of a microwave communications system in the State of California. The system as a whole will reach from Calexico in the south to Sacramento in the north. A series of microwave towers at 14 mountain-top relay sites will form the spine, to which Farm Worker Service Centers at five sites will be linked, as well as the La Paz headquarters, and two major urban areas. There are plans to link the additional regional service centers to the system as soon as the initial construction is complete. Funding for approximately half the initial sites is being supplied through this grant. The Community Services Administration is funding the other half.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : **TELETEXT SYSTEM FOR DELIVERY OF SOCIAL SERVICE INFORMATION**

GRANTEE : NEW YORK UNIVERSITY
725 Broadway, 4th Floor
New York, New York 10013

PROJECT DIRECTOR: Ms. Red Burns
PHONE: (212) 598-2852

DURATION : September 1980 to August 1982
FY 1980 GRANT : $151,000

ABSTRACT: The purpose of this grant is to evaluate the public need/demand/acceptance of a teletext information service. It presents an opportunity to help shape the development of this and other home information systems so as to ensure they are beneficial to the health, education, and other social services.

Broadcast teletext is one component of a new class of communications media which utilizes computer-stored information, broadcast/cable/or telephone wire distribution, and text display, on ordinary television sets equipped with decoders. The decoder allows a viewer to select from a stream of print and graphic information being transmitted via an "extra space" (the vertical blanking interval) in a broadcast signal. Public television station WETA-TV, Channel 26, in Northern Virginia, will carry the teletext signal as a part of its regular broadcasts, and viewers with decoders, will have on-demand access to the news, weather, consumer, and other public service information.

The project will focus on user needs and public service applications rather than on the technology. Decoders have been placed in 40 private homes in the Washington, D.C. metropolitan area; 10 more are placed in a variety of public locations such as the Martin Luther King Library and Gallaudet College for the hearing-impaired. Newspapers, libraries, government offices, and consumer organizations currently contribute information for distribution via teletext, and other local sources of public service information will be added in the near future. The project is being undertaken jointly; other sponsors are the Corporation for Public Broadcasting, the National Science Foundation, and the National Telecommunications and Information Administration.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	: TWO-WAY SLOW-SCAN TELEVISION/TELEPHONE SYSTEM TO PROVIDE EDUCATION AND SOCIAL SERVICES FOR PRISONERS

GRANTEE : PACE INSTITUTE, INC.
Cook County Department of Corrections
2600 South California Avenue
Chicago, Illinois 60608

PROJECT DIRECTOR: Mr. Joseph Cesena
PHONE: (312) 927-3840

DURATION	: January 1978 to July 1981
FY 1977 GRANT	: $183,415
FY 1978 GRANT	: $ 50,500
FY 1980 GRANT	: $ 31,000
TOTAL	: $264,915

ABSTRACT: The purpose of this grant is to assess the effectiveness and cost of alternate means of providing educational opportunities to inmates of correctional institutions. Four groups of inmates will receive instruction in mathematics. The equipment will also be used for instruction in other subjects, preparation for high school equivalency certification, private visits between inmates and their families (including children who are not permitted in the jail), career counseling, job entry training, and job interviews, and other contacts with the outside world.

The grant will be used for two-way, slow-scan TV and audio equipment in the Cook County and in the PACE Institute facilities downtown, for the necessary telephone connections in the jail, and for managing and evaluating the experiment. The demonstration addresses the special problems of correctional institutions, including security precautions which make mobility of both students and teachers difficult and expensive, staff deployment inefficiencies which reduce the proportion of time spent teaching, students' needs for interaction to increase motivation and provide individual tutoring, and their need for links to the outside world. Results of the demonstration will be disseminated to corrections professionals and institutions.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : CABLE TELEVISION/CARS MICROWAVE EDUCATIONAL NETWORK

GRANTEE : THE PENNSYLVANIA STATE UNIVERSITY
212 J.O. Keller Building
University Park, Pennsylvania 16802

PROJECT DIRECTOR: Mr. Marlowe D. Froke
Director, Media and Learning Resources
PHONE: (814) 865-6535

DURATION : January 1978 to June 1981
FY 1977 GRANT : $ 86,984
FY 1980 GRANT : $101,507
TOTAL : $188,491

ABSTRACT: The purpose of this grant is to permit continued development of the use of cable television to deliver continuing higher education in Pennsylvania. Penn State operates a continuing education, cable television network service, PENNARAMA, which provides a full schedule of credit and noncredit courses to some 140,000 cable television subscribers in eastern Pennsylvania. The project will continue to progressively interconnect cable companies across the state, using CARS (Community Antenna Relay Service) transmitters as the networking mechanism. A complete statewide network is expected to be operational by the end of 1981. Participating cable companies, organized as a nonprofit organization called Pennsylvania Educational Communications Systems (PECS), have agreed to finance the construction and maintenance of the microwave network and to dedicate one channel for PENNARAMA at no cost to either Penn State or the cable subscriber. PENNARAMA programming, which includes instructional materials via satellite from the Appalachian Community Service Network and the National University Consortium, as well as locally produced and/or acquired materials, originates from Penn State's University Park Campus and is distributed via CARS microwave to cable systems for transmission to home subscribers. In addition to offering courses over the network, Penn State makes the delivery system available to other institutions of higher education in the state. Funds will be used for a central coordination effort, an intensive local utilization effort, and a limited amount of equipment.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : ELECTRONIC MAILBOX AND SERVICES FOR THE DEAF USING A COMPUTER/TELEPHONE SYSTEM

GRANTEE : ROMAN CATHOLIC ARCHDIOCESE OF BOSTON
Deaf Community Center
Bethany Hill
Framingham, Massachusetts 01701

PROJECT DIRECTOR: Rev. John P. Fitzpatrick
PHONE: (617) 873-3617

DURATION	January 1978 to December 1981
FY 1977 GRANT	$147,825
FY 1978 GRANT	$124,925
FY 1980 GRANT	$151,974
TOTAL	$424,724

ABSTRACT: The purpose of this grant is to demonstrate and evaluate a system which enables deaf people to communicate with each other and with hearing people, to receive special and regular public and commercial informational services, and to learn to use modern time-sharing computer technology. The project applies a computer-aided telecommunications system, Telemail, to the communication needs of deaf people. Messages are sent by deaf persons using computer terminals coupled to regular telephones. These messages, along with others entered by the general public or service providers, are stored by the computer electronically under the addressee's identification code. Messages can also be addressed to all users of the system or to groups of users. Addressees retrieve messages by requesting them through the computer terminals, which type them out.

This system is quite different from the teletype (TTY) equipment currently in use by many deaf persons. Teletype is slow and has no message storage capability. However, computers capable of receiving messages from both new and old equipment are currently on the market.

The project was coordinated with a related study which was undertaken by the Bureau of Education for the Handicapped and Stanford Research Institute concerning the feasibility of a nationwide communications system for the deaf.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : DISTRIBUTION OF TELEVISION PROGRAMMING TO ELEMENTARY, SECONDARY, AND POSTSECONDARY EDUCATIONAL INSTITUTIONS VIA CABLE TELEVISION WITH SOME INTERACTIVE CAPACITY

GRANTEE : SPOKANE SCHOOL DISTRICT #81
KSPS-TV
South 3911 Regal Street
Spokane, Washington 99203

PROJECT DIRECTOR: Mr. Ronald Valley
PHONE: (509) 455-3790

DURATION : December 1978 to August 1981
FY 1978 GRANT : $169,012
FY 1980 GRANT : $ 59,436
TOTAL : $228,448

ABSTRACT: The purpose of this grant is to provide elementary, secondary, postsecondary and continuing education, and health education, to schools, colleges, universities, and libraries, and to subscribing homes on the Spokane cable television system.

Spokane is unique in having five channels on its cable system reserved for educational use, as well as an additional channel dedicated to programming related to city government. The grantee, a public television station owned by the Spokane School District, will operate the five channels of educational television using equipment funded by the grant. This equipment will be capable of two-way interactive television on three channels, permitting programming to be fed into the system from as many as 14 remote locations.

The programming for elementary and secondary education on the five channels is coordinated by Spokane School District #81 during the day. The Cable Advisory Board for Learning and Education (CABLE), a consortium of community and state colleges, universities, the Spokane library system, and the school district will organize programming in the late afternoon and evening. Another consortium, the Community Health Education Consortium (CHEC) has been organized to plan and disseminate health information, preventive health programs, and eventually, continuing professional education.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : MICROPROCESSOR/TELEPHONE SYSTEM FOR BLOOD INVENTORY MANAGEMENT

GRANTEE : TRI-STATE RED CROSS BLOOD CENTER
American National Red Cross
P.O. Box 605
Huntington, West Virginia 25710

PROJECT DIRECTOR: Dr. Mabel M. Stevenson
PHONE: (304) 522-0328

DURATION : December 1978 to February 1980
FY 1978 GRANT : $88,925

ABSTRACT: The purpose of the grant is to make more efficient use of blood inventory, reduce outdating of blood, and meet requests for particular types of blood more quickly in the 52 hospitals in West Virginia, Ohio, and Kentucky which are served by the Tri-State Red Cross Blood Center.

The grant will be used for small microprocessor-based data storage devices in each hospital with solid state circuitry protected by battery hookup in case of power failure. Each device will also have the capability of automatically answering a call from the Regional Blood Center in Huntington and sending information over the telephone to this central data bank.

Equipment at the Huntington Center will consist of a microprocessor-based device to log all the transactions, a video terminal, and an online printer. The central system and the 52 hospitals will be linked by one-way WATS telephone lines using measured time. The operator at the Center will be able to retrieve information from all 52 hospitals automatically or simply access any one of the remote locations and obtain the blood inventory or blood order data.

Each of the 52 hospitals will be required to update daily their blood inventories and orders by blood type and number. This data will be used by the Regional Blood Center for daily decisions on blood distribution. Using the line printer, data may also be stored for analysis at a later time.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : ON-REQUEST MEDICAL INFORMATION VIA SLOW-SCAN TV/TELEPHONE

GRANTEE : UNIVERSITY OF CINCINNATI
231 Bethesda Avenue
Cincinnati, Ohio 45267

PROJECT DIRECTOR: Ms. Nancy Lorenzi
Director, Medical Center Libraries
PHONE: (513) 872-5651

DURATION	:	December 1978 to April 1981
FY 1978 GRANT	:	$105,453
FY 1980 GRANT	:	$100,096
TOTAL	:	$205,549

ABSTRACT: The purpose of this grant is to provide doctors, pharmacists, and other health professionals in two rural, one suburban, and one urban hospital with the opportunity to request specific medical information from a major medical center. Questions are answered by medical librarians in the Resource Room of the Health Sciences Library, by staff in the Drug and Poison Information Center, and by consultation with any specialist in the Medical Center.

The project uses slow-scan television with interactive audio located at one or two of the following sites--a patient care area, the library, and/or the pharmacy--in each of the four hospitals. Sites at two of the hospitals also have equipment to produce "hard copy." These are linked by telephone with the University of Cincinnati Medical Center.

There are transmission sites in the Health Sciences Library and in the Drug and Poison Information Center. From these two points, resources ranging from literature to consultation with experts can be made available to the remote hospitals. A television monitor and telephone patching device in the resource room of the library allow a specialist in the Medical Center to see what is transmitted from either site and to participate in a three-way conversation including the specialist, health professional inquiring from the remote hospital, and the librarian or pharmacist on the project staff.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : TELEFAX/SLOW-SCAN TV/TELEPHONE SYSTEM FOR COMMUNITY LIBRARY SERVICES IN RURAL AREAS

GRANTEE : UNIVERSITY OF DENVER
Denver, Colorado 80208

PROJECT DIRECTOR: Dr. Margaret K. Goggin
Graduate School of Librarianship
PHONE: (303) 753-3268

DURATION : January 1978 to December 1980
FY 1977 GRANT : $198,764
FY 1978 GRANT : $ 67,000
TOTAL : $265,764

ABSTRACT: The purpose of this grant is to provide information services for the public, and continuing education for librarians in five communities and the surrounding rural areas in Colorado, Montana, Wyoming, Kansas, and South Dakota. Information will be provided using the resources of a library consortium known as the Telefax Library Information NETWORK (TALINET). The project will also have access to the resources and experience of a similar project, the Federal Library Network Prototype Project (FLNPP), which links Federal libraries across the country.

The project uses telefax equipment and slow-scan TV to connect the TALINET libraries with each other, with the National Oceanic and Atmospheric Administration Library which is their link to FLNPP, and with any other library facilities having compatible equipment. The staff at the University of Denver is helping the community libraries to assess local information needs, to provide outreach into the surrounding rural areas, to learn how to use the new equipment, and to keep track of the information requests in order to analyze system utilization.

The demonstration will assess the effect of this improved access to information on the education, economic development, and other needs of small communities and rural areas. The results will be shared with librarians and others.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : HUMAN SERVICE AGENCY TELEPHONE/COMPUTER NETWORK

GRANTEE : UNIVERSITY OF SOUTHERN MAINE
246 Deering Avenue
Portland, Maine 04102

PROJECT DIRECTOR: Robert Threlkeld, Ph.D
Human Services Development Institute
PHONE: (207) 780-4430

DURATION : April 1980 to March 1982
FY 1980 GRANT : $263,632

ABSTRACT: The purpose of this grant is to establish and test "Northern Network," an audio and computer communications system for human service agencies in northern New England. Vocational rehabilitation agencies will initiate the project, with other agencies phased in as the project progresses. The project will provide equipment; assist user agencies in defining their telecommunications needs, planning schedules and agendas; and will help in monitoring and evaluating meetings and other events conducted on the Network. Conferencing will be implemented at 13 sites in Maine and seven in New Hampshire, using leased telephone lines to conduct teleconferences. Participants will be able to speak and listen to all other participants but will not see them, as in videoconferencing. One or more special participants can also join conferences from regular telephones. Computer conferencing will take place among individuals using terminals located in the vocational rehabilitation offices in Vermont, New Hampshire, and Maine, the University of Southern Maine, the National Rehabilitation Information Center at Catholic University, and the University Center for International Rehabilitation at Michigan State. The Network will be used primarily for administrative purposes, enabling human service agencies to hold regular staff meetings, policy sessions, and case staffing over the system. Other uses will be education and training, information sharing through the computer conferencing function, and information exchange among human service consumers.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	:	**AUTOMATED DIAL-ACCESS TELEPHONE SYSTEM PROVIDING SOCIAL SERVICE AND GENERAL CONSUMER INFORMATION**
GRANTEE	:	UNIVERSITY OF WISCONSIN - EXTENSION SYSTEM Instructional Communications Systems 975 Observatory Drive Madison, Wisconsin 53706 PROJECT DIRECTOR: Dr. Lorne Parker PHONE: (608) 262-4342
DURATION	:	January 1978 to December 1981
FY 1977 GRANT	:	$53,184
FY 1978 GRANT	:	$40,325
TOTAL	:	$93,509

ABSTRACT: This project demonstrates the utility of an automated dial-access system, as a new and flexible means of disseminating informational services. The demonstration adds a new dimension to those systems currently in operation, in that it eliminates operator handling of calls and taped information, resulting in reduced total system cost, increased efficiency, and an opportunity for service in remote areas. During the first year of the project, efforts were directed toward modifying equipment recently developed for automated broadcast stations so as to meet dial-access operating requirements. In addition, an interface device was developed to link the automated equipment with the telephone system. The equipment is currently being used to extend existing services to additional locations. It provides increased capacity for delivering informational messages on such subjects as health care, continuing medical education, home gardening, nutrition and food preparation, family money management, community resources, and math instruction. Plans call for eventual installation of a statewide system to operate on a 24-hour, 7-day a week basis.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT	:	MICROWAVE/CABLE/CLOSED-CIRCUIT TELEVISION SYSTEM FOR PATIENTS IN A STATE HOSPITAL
GRANTEE	:	WERNERSVILLE STATE HOSPITAL Wernersville, Pennsylvania 19565

PROJECT DIRECTOR: Dr. Ronald A. Ivison
PHONE: (215) 678-3411, x220

DURATION	:	January 1978 to January 1980
FY 1977 GRANT	:	$64,410

ABSTRACT: This project established an interactive microwave telecommunications link between Wernersville Hospital and the Berks County (Reading, Pennsylvania) cable television system. It also installed a closed-circuit television system at the hospital to facilitate patient activities. The intent is to share and integrate resources and services between the hospital and the community-at-large. The hospital believes that programs originating from the hospital provide the local community with a more realistic image of a state hospital, and programs coming to the hospital from community sources offer expanded opportunities for patient education and psychiatric rehabilitation services. In the sense that interactive television can expand one's life space, it provides the Wernersville State Hospital resident with the mobility to experience being part of the mainstream of community life.

The project successfully accomplished its objectives with a daily program schedule that provides in-house programs, community television, or educational programming by satellite from the Appalachian Community Services Network. These sources enable the hospital to provide therapeutic activity, patient education, and staff development programs over the system. Facilities are used for in-house productions and are also shared with other community groups such as high schools and organizations for the elderly.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

DESCRIPTION
OF
BASIC SKILLS AWARDS
P.L. 95-561
TITLE II
SECTION 207

SEPTEMBER 1981

DIVISION OF EDUCATIONAL TECHNOLOGY
OFFICE OF LIBRARIES AND LEARNING TECHNOLOGIES
OFFICE OF EDUCATIONAL RESEARCH AND IMPROVEMENT
U.S. DEPARTMENT OF EDUCATION
400 MARYLAND AVENUE, S.W.
ROB-3/3116
WASHINGTON, D.C. 20202
(202) 245-9228

BASIC SKILLS PROGRAM

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GENERAL INFORMATION

BASIC SKILLS IMPROVEMENT

Awards are made to support the use of technology in Basic Skills instruction under P.L. 95-561, Education Amendments of 1978, Title II, Section 207.

OBJECTIVE

Improve the use of television and other technologies to contribute to the instruction of children in reading, mathematics, and written and oral communication.

REPRESENTATIVE PROJECTS

During the first year of funding (Fiscal Year 1980), awards were made to support projects for:

- Utilization of Technology in the Development of Basic Skills Instruction. Two awards were made, one in Mathematics and one in Reading.
- A Planning Guide for Use by School Superintendents, School Board Members and Educational Administrators Concerned with the Utilization of Technology in Educational Systems.
- A Curriculum for Use by State Education Agencies to Provide Training in the Use of Educational Technology in the Teaching of Basic Skills.

For FY 1981, additional projects were awarded for:

- Utilization of Technology in the Development of Basic Skills Instruction: Written Communications.
- A national dissemination project to utilize teleconferences, electronic mail, and other devices to provide for the dissemination of information on the use of computers, videodiscs, critical television viewing skills and other applications of technology.
- A project to coordinate information for up to 45 elementary schools which use interactive computer/videodisc devices. The project will disseminate information and evaluate the effectiveness of the instruction and the durability of the equipment.

CONTINUED ON NEXT PAGE

HOW TO APPLY

Applications are made in response to Requests for Proposals (RFPs) which are issued periodically and announced in the COMMERCE BUSINESS DAILY.

FURTHER INFORMATION

Division of Educational Technology
400 Maryland Avenue, SW.
ROB-3/3116
Washington, D.C. 20202
(202) 245-9228

BASIC SKILLS PROJECTS

PROJECT : CURRICULUM FOR TRAINING IN THE USE OF EDUCATIONAL TECHNOLOGY TO TEACH BASIC SKILLS

CONTRACTOR : EDUCATIONAL BROADCASTING CORPORATION
WNET- Channel 13
356 West 58th Street
New York, New York 10010

PROJECT DIRECTOR: Donald Skelton
PHONE : (212) 664-7122

DURATION : October 1, 1980 - September 30, 1981
FY 1980 AWARD: $283,415

ABSTRACT: WNET/Channel 13 is producing a curriculum and videotape for training teachers and other educational professionals in the application of educational technology for basic skills instruction.

Designed with the assistance of a national curriculum advisory board of experts in basic skills education and educational technology, the curriculum focuses on effective use of computers, television and other technologies. The videotape documentary presents a variety of classroom applications that demonstrate current uses of technology. The training curriculum will be available to State Education Agencies for local district and state-wide professional development activities.

CONTACT: Division of Educational Technology (DET)
PHONE : (202) 245-9228

PROJECT : PLANNING GUIDE FOR THE USE OF TECHNOLOGY IN BASIC SKILLS EDUCATION

CONTRACTOR : CRC EDUCATION AND HUMAN DEVELOPMENT, INC.
26 Brighton Street
Belmont, MA 02178

PROJECT DIRECTOR: Dr. Kristina Engstrom
PHONE : (617) 489-3150

DURATION : October 1, 1980 to September 30, 1981
FY 1980 AWARD: $99,660

ABSTRACT: CRC designed and developed a planning guide for school superintendents, school board members and other administrative personnel concerned with the utilization of technology in educational systems. The guide is to assist school systems nationwide with decisions concerning the acquisition and the effective utilization of technology in education.

Chapters include information on: 1) the challenge for administrators in today's schools; 2) learning basic skills; 3) using technology in basic skills education; 4) assessing the impact of technology on education; 5) evaluating and developing materials; 6) acquiring media; and 7) a decision-making process for the use of technology in basic skills education.

CONTACT: DIVISION OF EDUCATIONAL TECHNOLOGY (DET)
PHONE : (202) 245-9228

PROJECT : UTILIZATION OF TECHNOLOGY IN THE DEVELOPMENT OF BASIC SKILLS INSTRUCTION: MATHEMATICS

CONTRACTOR : OHIO STATE UNIVERSITY
Arp Hall Room 202A
1945 W. High Street
Columbus, Ohio 43210

PROJECT CO-DIRECTORS: Suzanne Damarin, Marlin Languis, and Richard Shumway
PHONE: (614) 422-1257

DURATION : October 1, 1980 to September 30, 1983
FY 1980 AWARD: $586,366 for Phase I, II
FY 1982 AWARD: Phase III Planned

ABSTRACT: Ohio State will design, demonstrate and validate technological applications to the teaching of mathematics, provide teacher training, and disseminate program results to the education community. The contractor will review existing programs using technology in order to develop and demonstrate a new curriculum and methodology leading to significant improvement in mathematics instruction.

The curriculum will be designed for the average learner in the elementary grades with appropriate applications for handicapped, gifted, and culturally diverse children.

The project covers three year phases: research and design (Phase I), development and testing (Phase II), and dissemination (Phase III). The development and testing phase will be conducted in cooperating schools with a representative sample of elementary school children. A curriculum advisory board comprised of national experts in basic skills and educational technology will assist the contractor in developing the curriculum and completing the project.

CONTACT: DIVISION OF EDUCATIONAL TECHNOLOGY (DET)
PHONE : (202) 245-9228

PROJECT : UTILIZATION OF TECHNOLOGY IN THE DEVELOPMENT OF BASIC SKILLS INSTRUCTION: READING

CONTRACTOR : WICAT, INC.
1160 South State, Suite 10
Orem, Utah 84057

PROJECT DIRECTOR: Dr. Jim Schnitz
PHONE: (801) 224-6400

DURATION : Three years, October 1, 1980 to September 30, 1983
FY 1980 AWARD: $749,959 for Phase I, II, and III

ABSTRACT: WICAT, Inc. will design, demonstrate and validate technological applications to the teaching of reading, provide teacher training, and disseminate program results to the education community. The contractor will review existing programs using technology in order to develop and demonstrate a new curriculum and methodology leading to significant improvement in reading instruction.

The curriculum will be designed for the average learner in the elementary grades with appropriate applications for handicapped, gifted, and culturally diverse children.

The project will be in three one-year phases: research and design (Phase I), development and testing (Phase II), and dissemination (Phase III). The development and testing phase will be conducted in cooperating schools with a representative sample of elementary school children. A curriculum advisory board comprised of national experts in basic skills and educational technology will assist the contractor in developing the curriculum and completing the project.

CONTACT: DIVISION OF EDUCATIONAL TECHNOLOGY (DET)
PHONE : (202) 245-9228

1981 BASIC SKILLS PROJECTS

PROJECT : COORDINATION AND EVALUATION OF VIDEODISCS AND MICROCOMPUTERS

CONTRACTOR : AMERICAN INSTITUTES FOR RESEARCH (AIR)
P.O. Box 1113
1791 Arastrdero Road
Palo Alto, California 94302

PROJECT DIRECTOR: Donald H. McLaughlin
PHONE: (415) 493-3350

DURATION : September 30, 1981 to September 30, 1983
FY 1981 AWARD: $282,404

ABSTRACT: In FY 1980, the Department obtained 10 laser reflective optical videodisc players and 48 K microcomputers. These educational technology units were placed in elementary schools in Virginia, Maryland and the District of Columbia. Experimental videodiscs from the University of Nebraska and the ABC/NEA pilot Schooldisc were made available to these demonstration/test sites.

In addition, the first 20 of THE INFINITY FACTORY television series on basic math concepts were encoded with closed captions and transferred to videodiscs. All 10 programs of the MUSIC...IS series were also transferred to videodiscs. Companion microcomputer programs and interactive videodiscs, which accompany 10 new VILLA ALEGRE programs,will be made available in 1982.

The current contract will expand this beginning demonstration to a total of 45 sites and widen the geographic distribution of sites to other sections of the nation. Participating sites must have available the basic hardware required for the programs. The Department will provide the videodiscs and, in some instances, up-grade the original equipment.

All sites will be interconnected through acoustic modems and will be able to communicate through electronic mailbox techniques to all other sites and the coordinating office.

The contractor will also provide an evaluation of the demonstration, to include data on use and equipment maintenance, and case studies of the participating sites.

CONTACT: DIVISION OF EDUCATIONAL TECHNOLOGY (DET)
PHONE : (202) 245-9228

PROJECT : **DISSEMINATION OF INFORMATION ON THE APPLICATION OF TECHNOLOGY TO THE TEACHING OF BASIC SKILLS TO STATE AND LOCAL EDUCATION AGENCIES**

CONTRACTOR : ASSOCIATION FOR EDUCATIONAL COMMUNICATION
AND TECHNOLOGY (AECT)
1126 - 16th Street N.W.
Washington, D.C. 20036

PROJECT DIRECTOR: Howard Hitchens
PHONE: (202) 833-4180

DURATION : September 30, 1981 to June 30, 1983
FY 1981 AWARD: $855,282

ABSTRACT: The Association for Educational Communication and Technology (AECT) will provide State Education agencies resources and technical assistance in the application of modern information technologies to the teaching of basic skills. This contract is to be a partnership between the Federal Government and the State education agencies. The objectives are to design, develop, and implement dissemination and resource activities that utilize modern communication technologies (demonstration and resource sharing audio and satellite teleconferencing, electronic "mail" and other information sharing techniques). AECT will provide State agency personnel with resources and information: 1) how to focus on the application of technology for teaching basic skills, 2) resources to train teachers in the use of technology and 3) information about other Department of Education funded projects in technology and communications.

CONTACT: DIVISION OF EDUCATIONAL TECHNOLOGY (DET)
PHONE : (202) 245-9228

PROJECT : UTILIZATION OF TECHNOLOGY IN THE DEVELOPMENT OF BASIC SKILLS INSTRUCTION: WRITTEN COMMUNICATIONS

CONTRACTOR: BOLT, BERANEK AND NEWMAN
50 Moulton Street
Cambridge, Mass 02238

PROJECT DIRECTORS: Dr. Bertram Bruce & Dr. Allan Collins
PHONE: (617) 491-1850

DURATION : October 1, 1980 to September 30, 1984
FY 1981 AWARD: $587,914 for Phase I, II
FY 1982 AWARD: Phase III Planned

ABSTRACT: BOLT, BERANEK AND NEWMAN will design, demonstrate and validate technological applications to the teaching of written communications, provide teacher training, and disseminate program results to the education community. The contractor will review existing programs using technology in order to develop and demonstrate a new curriculum and methodology leading to significant improvement in writing skills.

The curriculum will be designed for the average learner in the elementary grades with appropriate applications for handicapped, gifted, and culturally diverse children.

The project will be in three one-year phases: research and design (Phase I), development and testing (Phase II), and dissemination (Phase III). The development and testing phase will be conducted in cooperating schools with a representative sample of elementary school children. A curriculum advisory board comprised of national experts in basic skills and educational technology will assist the contractor in developing the curriculum and completing the project.

CONTACT: DIVISION OF EDUCATIONAL TECHNOLOGY (DET)
PHONE : (202) 245-9228

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